Traffic operations and the character of future development are key issues for Ponce de Leon Avenue and Moreland Avenue

Transit and pedestrian accessibility are important to this study and the LCI program

1.1 OVERVIEW

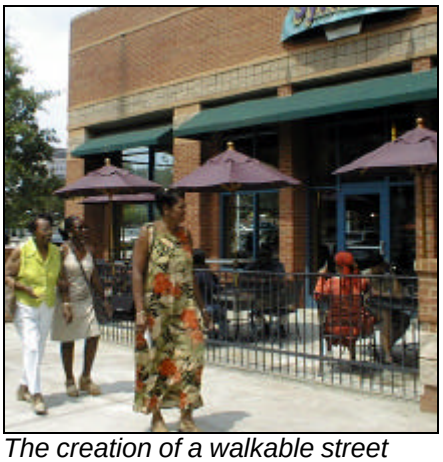
This section provides an overview of the study and provides a summary of existing conditions within the Study Areas. Study Area components are divided into functional categories for the purpose of organization, including Transportation, Demographics & Markets, Land Use, Environment, Infrastructure & Facilities, and Urban Design & Historic Resources. Within each category an overview is provided with background information and theories. Following this, existing conditions are described and strengths, weaknesses, opportunities and threats are summarized. In cases where the issues are the same for different Study Areas, the summaries are combined.

Purpose of the Study

The purpose of the Ponce de Leon/Moreland Avenue Corridors Study is to undertake a comprehensive and inclusive examination of Ponce de Leon Avenue, Moreland Avenue and the areas around the Edgewood/Candler Park and Inman Park/ Reynoldstown MARTA stations as they currently exist and to then develop a community-based plan that utilizes transportation improvements, land use policies, and sound urban design to improve the quality of life along the corridors and within nearby neighborhoods. Recent changes in different parts of each Study Area have highlighted the need to establish a new vision for this historic section of intown Atlanta. By recognizing existing challenges and building upon opportunities, the Study is intended to serve as a guide for positive change that both benefits the immediate area and the citizenry of Atlanta.

The LCI Program

It is the intention of the City of Atlanta to submit the study to Atlanta Regional Commission (ARC) for acceptance as a grandfathered Livable Centers Initiative (LCI) study. The LCI program is intended to promote greater livability, mobility and development alternatives in existing employment center, town centers and corridors. The rationale is that directing development towards areas with existing infrastructure will benefit the region and minimize sprawling land use patterns. Minimizing sprawl, in turn, will potentially reduce the amount of vehicle miles traveled and the air pollution associated with those miles. Lastly, the LCI program is using the successful 1996 Olympics model to promote the concept that investment in public infrastructure will spur private investment. Thus, the LCI program is a vehicle whereby the ARC can attempt to direct mixed-use and mixed income development towards existing infrastructure by providing implementation dollars.



The creation of a walkable street environment is central to the LCI program

The goals of the LCI program are to:

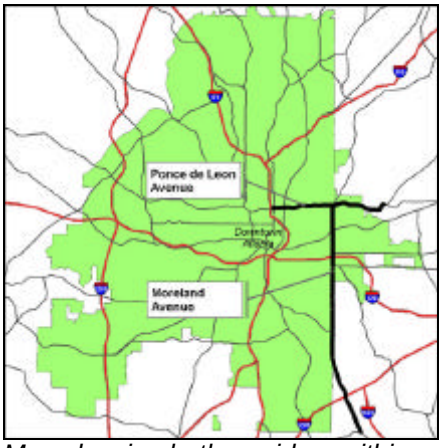
1. Encourage a diversity of medium to high-density, mixed income neighborhoods, employment, shopping and recreation choices at the activity and town center level.
2. Provide access to a range of travel modes including transit, roadways, walking and biking to enable access to all uses within the Study Area.
3. Encourage integration of uses and land use policies/regulations with transportation investments to maximize the use of alternate modes.
4. Through transportation investments increase the desirability of redevelopment of land served by existing infrastructure at activity and town centers.
5. Preserve the historical characteristics of activity and town centers and create a community identity.
6. Develop a community-based transportation investment program at the activity and town center level that will identify capital projects, which can be funded in the annual TIP.
7. Provide transportation infrastructure incentives for jurisdictions to take local actions to implement the resulting activity or town center study goals.
8. Provide for the implementation of the Regional Development Plan (RDP) policies, quality growth initiatives and Best Development Practices in the Study Area, both through local governments and at the regional level.
9. Develop a local planning outreach process that promotes the involvement of all stakeholders particularly low income, minority and traditionally under-served populations.
10. Provide planning funds for development of activity and town centers that showcase the integration of land use policy and regulation and transportation investments with urban design tools.

In this context, the City of Atlanta sees an opportunity to coordinate this publicly and privately-funded initiative with the LCI program. The corridors have existing infrastructure that can support development of vacant lands and redevelopment/reuse of existing facilities. They are also close to Downtown and Midtown Atlanta, and are integral to the city's growing east side.

Location and Context

The study examines three contiguous and overlapping Study Areas on Atlanta's east side: Ponce de Leon Avenue, Moreland Avenue, and the Moreland LCI. More specifically, these Study Areas are defined as follows:

Map showing the City of Atlanta in the Atlanta region



Map showing both corridors within the City of Atlanta

Ponce de Leon Avenue Study Area

Extending 2.09 miles from Peachtree Street to Moreland Avenue, the Ponce de Leon Avenue Study Area includes and focuses on the avenue itself and the properties fronting it. For the purposes of creating a strong relationship between the avenue and the neighborhoods of Midtown, Downtown, Old Fourth Ward, Virginia-Highland, Poncey-Highland and Druid Hills, it also extends out one-quarter mile from the avenue's centerline. The Study Area constitutes 760.1 acres.

Moreland Avenue Study Area

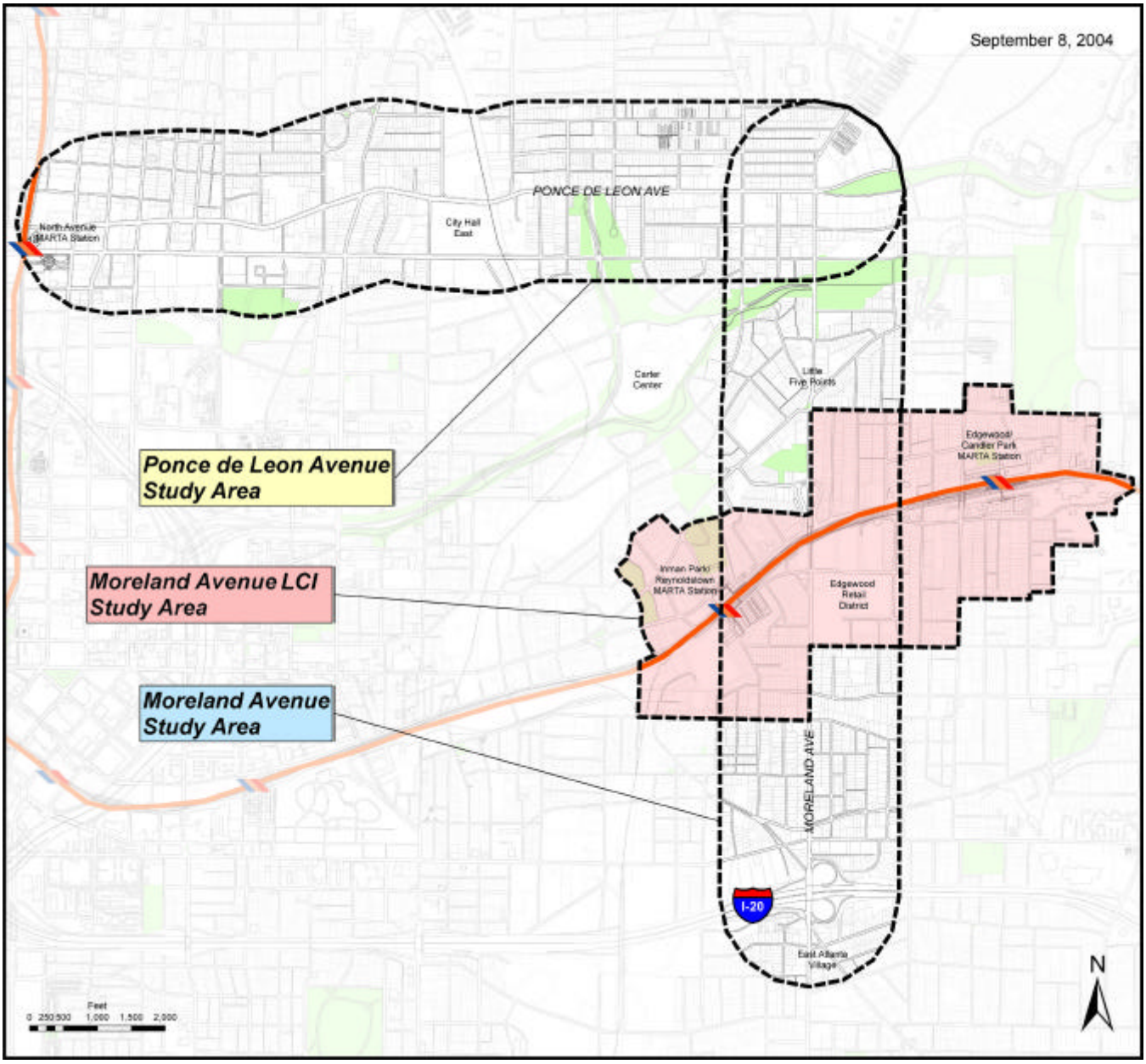
Extending 1.97 miles from Ponce de Leon Avenue to I-20, the Moreland Avenue Study Area includes and focuses on the avenue itself and the properties fronting it. For the purposes of creating a strong relationship between the avenue itself and the neighborhoods of Virginia-Highland, Poncey-Highland, Druid Hills, Candler Park, Inman Park, Edgewood, Reynoldstown, East Atlanta, and Ormewood Park, it also extends out one-quarter mile from the avenue's centerline. The Study Area constitutes 755.6 acres.

Moreland LCI Study Area

Extending from the Inman Park/Reynoldstown MARTA station to the Edgewood Candler Park MARTA Station and within one-quarter mile of each, the Moreland LCI Study Area focuses on the stations themselves and contains portions of four neighborhoods: Candler Park, Edgewood, Inman Park, and Reynoldstown. The Study Area is irregularly shaped and generally bordered on the north by Alta Avenue and McLendon Avenue. It is bounded by Waverly Way to the west; Wylie and Hardee Streets to the south; and Glendale Avenue to the east. The Study Area constitutes 473.6 acres.

Please see the map on the following page for more detailed boundaries.

Figure 1.1: Study Area Map



The arrangement of streets defines towns and cities the world over

1.2 TRANSPORTATION

Overview

Transportation is comprised of several components that encompass a quality transportation network. Those components include street and block patterns, traffic systems, transit, pedestrian systems, and bicycle facilities.

First, streets and blocks are the most important defining characteristics of a community. While buildings and land uses often change, the platting pattern of a community usually remains unchanging over the centuries. Blocks and streets can be thought of as the "bones" of a community. As bones determine human height, stature, and looks, the arrangement of different block and street patterns directly affect the types of communities that they can support and the importance of key building sites.

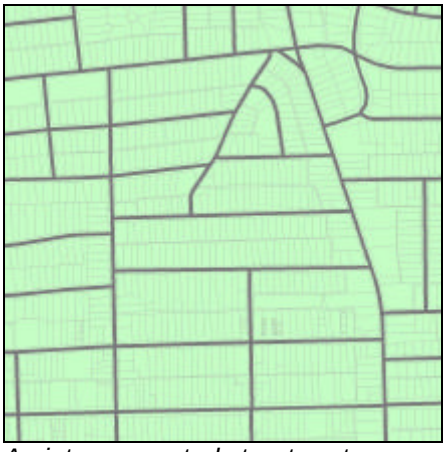
A dendritic street system

Street & Block Patterns

There are two principal types of block and street patterns:

Dendritic, or tree-like, street systems are made up of many small and disconnected local streets that feed into fewer collector streets that, in turn, feed into even fewer arterials. The pattern contains many dead-end local streets forcing all traffic onto collectors and arterials and resulting in large block sizes and increased trip distances.

The *dendritic* pattern tends to discourage walking, encourage traffic congestion on collectors and arterials, and create a transportation system that is prone to shutdown when accidents or other incidents disrupt traffic on collectors or arterials. Its creation of longer trips also supports conventional suburban-style land uses marked by their automobile orientation, separation of use, and disregard for the quality of the streetscape. These great distances also have a direct impact on the ability of emergency vehicles to respond to situations in an efficient manner.



An interconnected street system

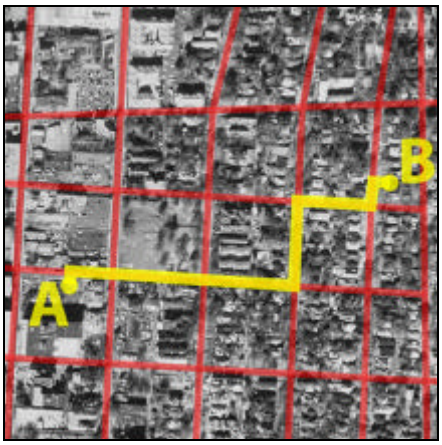
Interconnected street systems are made up of a series of small and medium sized streets arranged in a grid or modified grid pattern. In this pattern, virtually all streets connect to other streets. This provides small blocks, ensuring many possible routes of travel and eliminating the need for wide and high traffic arterials and collectors.

The interconnected street pattern encourages walking, bicycling, and other forms of non-motorized transportation, because it increases the likelihood of being able to make a trip without being

In a dendritic system, the distance from A to B is one mile and achievable along one route

forced onto a high-speed, high-volume arterial or collector. It also tends to support pedestrian-oriented land uses by allowing land uses to be closer together, thus increasing the opportunities for shared parking and pedestrian-oriented streetscapes.

"Smart growth" principles generally support an interconnected system over a *dendritic* system, because it balances pedestrian and vehicular needs better. Both cars and pedestrians operate more efficiently when many routes of travel, shorter distances, and more direct trips are available. Generally, block sizes of not more than 800 feet in length, but preferably between 200 and 600 feet. In developed areas with an existing *dendritic* system achieving this can be a challenge because interconnected systems work best over a large area. In most places the reality is that arterials and collectors serve transportation needs that extend beyond the immediate area. Even so, a localized interconnected system can reduce congestion on these streets by dispersing local trips.



In an interconnected system the distance from A to B is one half mile, with multiple route options

The arrangement of streets can be used to define key public spaces and building sites. In traditional community design, important buildings were often located at the end of a street vista (see image on preceding page). Similarly, parks and open spaces were always defined by streets to ensure maximum public access.

Ponce de Leon Avenue Study Area

The Ponce de Leon Avenue Study Area exhibits most the characteristics of an urban, interconnected street system. Most streets connect and there are few dead-ends, other than along the Belt Line. Blocks range from 400 to 800 feet in length, typically, with a few larger blocks. This allows local traffic to avoid Ponce de Leon Avenue by using local streets. This said, there are two major disconnects in the network. The first is the Belt Line, over which the lack of access forces east/west traffic onto Ponce de Leon or North Avenues and compromises their operations. The second break is closely related to the first and involves the Midtown Place and Midtown Promenade shopping centers. Drivers, pedestrians and bicyclists who want to travel from one to the other are forced to go almost one mile out of their way.

Strengths

- Existing interconnected system, which provides multiple route options and allows local drivers to avoid Ponce de Leon Avenue.
- Existing small blocks, in most areas.

Weaknesses

- Lack of connectivity across the Belt Line forces trips onto Ponce de Leon or North Avenues, both of which are hostile to pedestrians and bicyclists.

This retaining wall and fence at Midtown Place represent is one of the greatest, but most easily addressed, connectivity barriers on Ponce de Leon Avenue

- Lack of connectivity between Midtown Place and Midtown Promenade shopping centers.
- Speeding, which can result on local streets in an interconnected network when said streets are excessively wide or excluding traffic calming measures.

Opportunities

- With the long-term development of the Belt Line transit greenway, pedestrian, bicycle or vehicular access could be provided across it.
- New streets or alleys, which could provide route options.
- Pedestrian, bicycle or vehicular access could be provided from Midtown Promenade to Midtown Place by running a narrow street along the western edge of the site.

Threats

- Well-intentioned, but poorly conceived, efforts by neighborhood to close streets to prevent cut through traffic could compromise the overall street network.

Moreland Avenue Study Area/Moreland LCI Study Area

The Moreland Avenue Study Area exhibits most the characteristics of an urban, interconnected street system. Most streets connect and there are few dead-ends. Blocks range from 500 to 800 feet in length. This allows local traffic to avoid Moreland Avenue by using local streets. This said, there is one disconnect in the network. The freight and MARTA rail lines along DeKalb Avenue prevent north/south access and force trips onto Moreland Avenue. At one time, said street connected, but they have since been closed.

Strengths

- Existing interconnected system, which provides multiple route options and allows local drivers to avoid Moreland Avenue.

Weaknesses

- Lack of connectivity across the freight and MARTA rail lines force all trips onto Moreland Avenue, which is hostile to pedestrians and bicyclists.

Threats

- Well-intentioned, but poorly conceived, efforts by neighborhoods to close streets to prevent cut through traffic could compromise the overall street network.

Traffic Systems

Traffic system operations are affected by a variety of factors, including intersection operations, light timings, turning movements, volume, capacity, and speeds. The interface of these different components affect each other and define the ability of the whole system to operate efficiently and as part of a well-balanced system.

Ponce de Leon Avenue Study Area

The traffic systems study includes review and location of existing transportation facilities and operational conditions along Ponce de Leon Avenue. The existing conditions analysis will be used as the stepping stone for the development of transportation improvements to enhance the pedestrian, bicycle, transit and vehicular facilities.

Ponce de Leon Avenue, also U.S Highways 29 and 273 (US 29 and 273), is a major east/west arterial. It connects Midtown and Downtown to the city's east side and Decatur. Numerous businesses line the corridor and are served by the traffic from it. The avenue is also used to access major north/south connectors, including Peachtree Street, Piedmont Avenue and Briarcliff Road.

There are fourteen signalized intersections on the avenue. The major intersections include Peachtree Street, Piedmont Avenue, Monroe Drive, North Highland Avenue and Moreland Avenue.

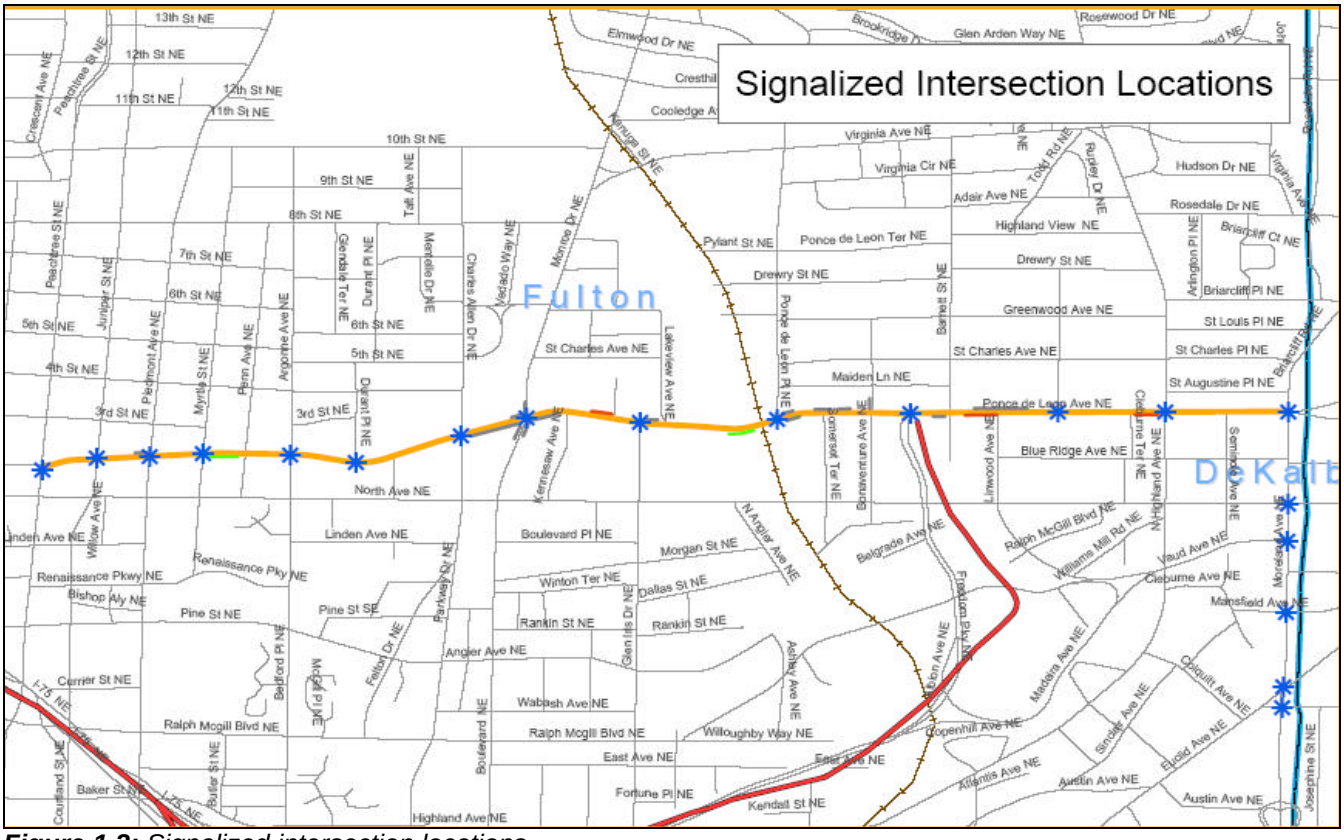


Figure 1.2: *Signalized intersection locations*

Historical ADT and Growth Rates

Historic Average Annual Daily Traffic (AADT) was obtained from Georgia Department of Transportation (GDOT) database for the time period from 1998 to 2002. AADT values were obtained from four different count stations on Ponce de Leon Avenue. Based on the AADT values, average increased in traffic volume per year and annual average growth rates were calculated for each station.

The historical traffic counts show a strong upward trend in volumes along the corridor, with an average growth rate of 2.12%. The growth in traffic on the east side of the corridor was higher than the values on the west side of the corridor.

Crash History

Two years of summary incident statistics were obtained from GDOT databases. The map below provides the location and number of crashes for the two individual years of 2001 and 2002 at

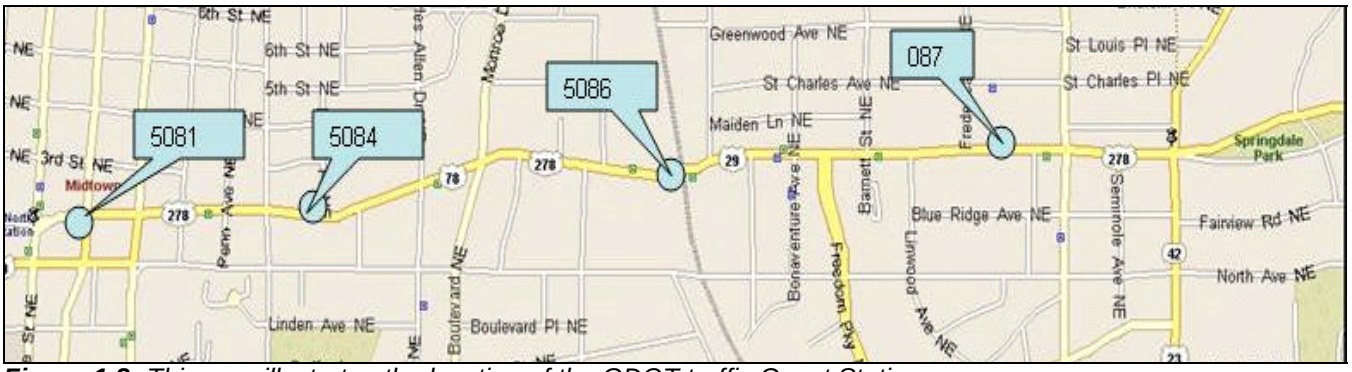


Figure 1.3: *This map illustrates the location of the GDOT traffic Count Stations*

Ponce de Leon Avenue Traffic Counts

	Count Station Number	1998	1999	2000	2001	2002	Average Increase per year	Annual Rate of Growth
Juniper Street	5081	14200	15201	17095	14150	14478	70	1.15%
East of Bedford Place	5084	26907	29144	27957	27936	28584	419	1.62%
West of the Belt Line	5086	30753	35195	29740	32460	33711	740	2.99%
East of Frederica Street	87	31520	36072	34662	34000	34789	817	2.74%
AVERAGE		**25845**	**28903**	**27364**	**27137**	**27891**	**511**	**2.12%**

intersections and mid-block sections along the corridor

In 2001, high numbers of intersection crashes were reported at the intersections of Ponce de Leon Avenue with Peachtree Street, Monroe Drive, and Highland Avenue, with 59, 98 and 42 crashes respectively. Two mid-block sections reported 39 crashes, which was the highest in the year 2001. These were on Ponce de Leon Avenue just west of Belt Line and west of Cleburne Terrace.

In 2002, high numbers of crashes were reported at the intersections of Ponce de Leon Avenue with Peachtree Street, Monroe Drive, Highland Avenue and Briarcliff Road, with 46, 84, 49 and 43 crashes respectively. In 2002 high mid-block crashes were observed at the same locations as 2001 - on Ponce de Leon Avenue just west of the Belt Line and west of Cleburne Terrace with 41 and 43 crashes respectively. These intersections and mid-block sections will be studied closely for potential improvements. In 2001 and 2002, 1 and 2 crashes, respectively, out of 623 and 624 crashes involved street trees.

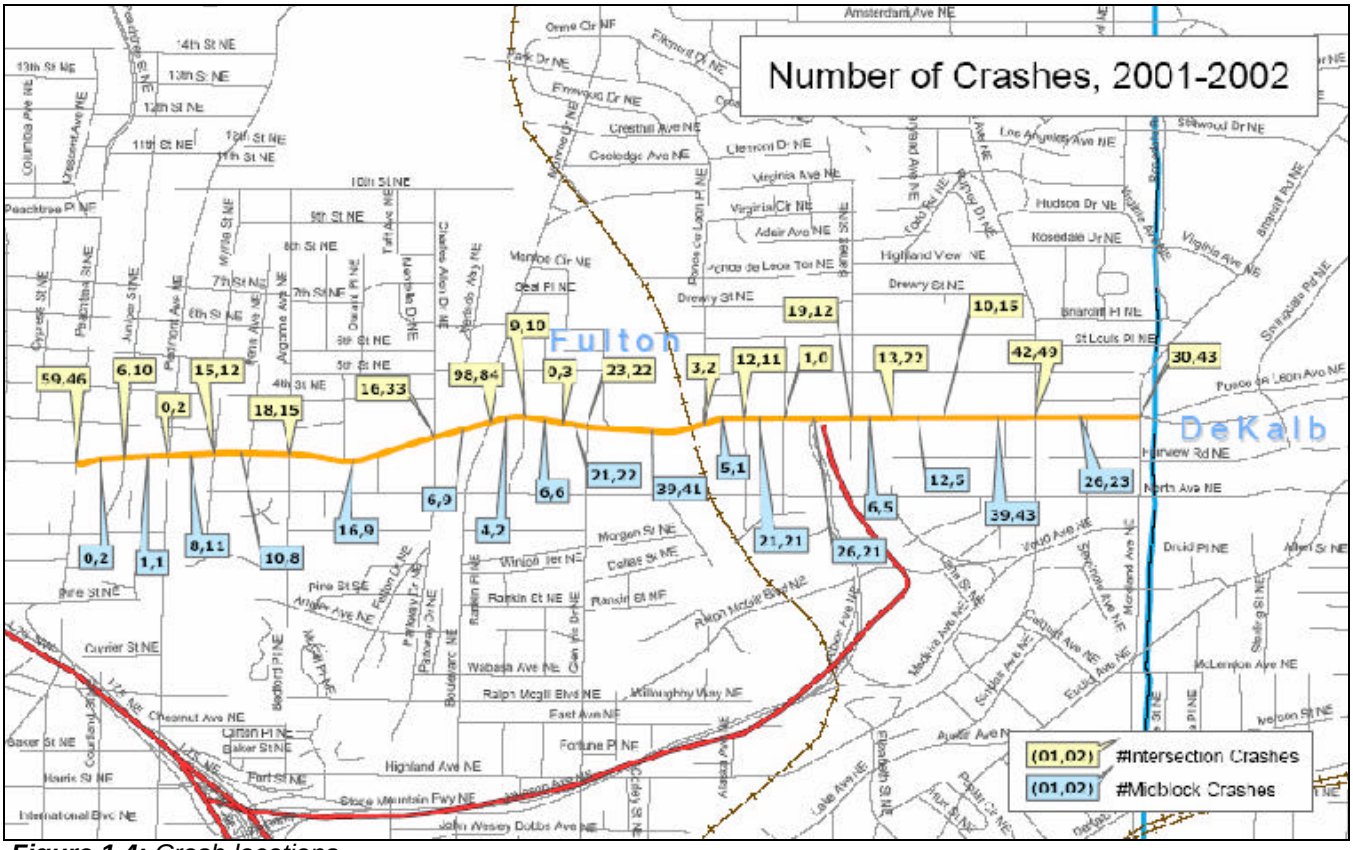


Figure 1.4: *Crash locations*

Capacity Analysis

The ARC model highway system Level of Service (LOS) analysis was conducted using the methodology developed by the Florida Department of Transportation (FDOT) and accepted by the Georgia Regional Transportation Authority (GRTA). FDOT methodology factors in the intersection performance measures to determine link volume thresholds that correspond with a particular LOS. The volume thresholds are segregated by functional class, area type and number of lanes for a particular facility.

The 2000 transportation system LOS and system needs based upon system design and operating capacities is shown on the next page. Under existing conditions in year 2000, Ponce de Leon Avenue operates with LOS C or better from Peachtree to Barnett Streets. The section from Barnett Street to North Highland Avenue operates with poor LOS of E or F. From North Highland Avenue to Briarcliff Road, the avenue operates with LOS D. The sections of the corridor operating with LOS D or less should be studied closely for potential improvements.

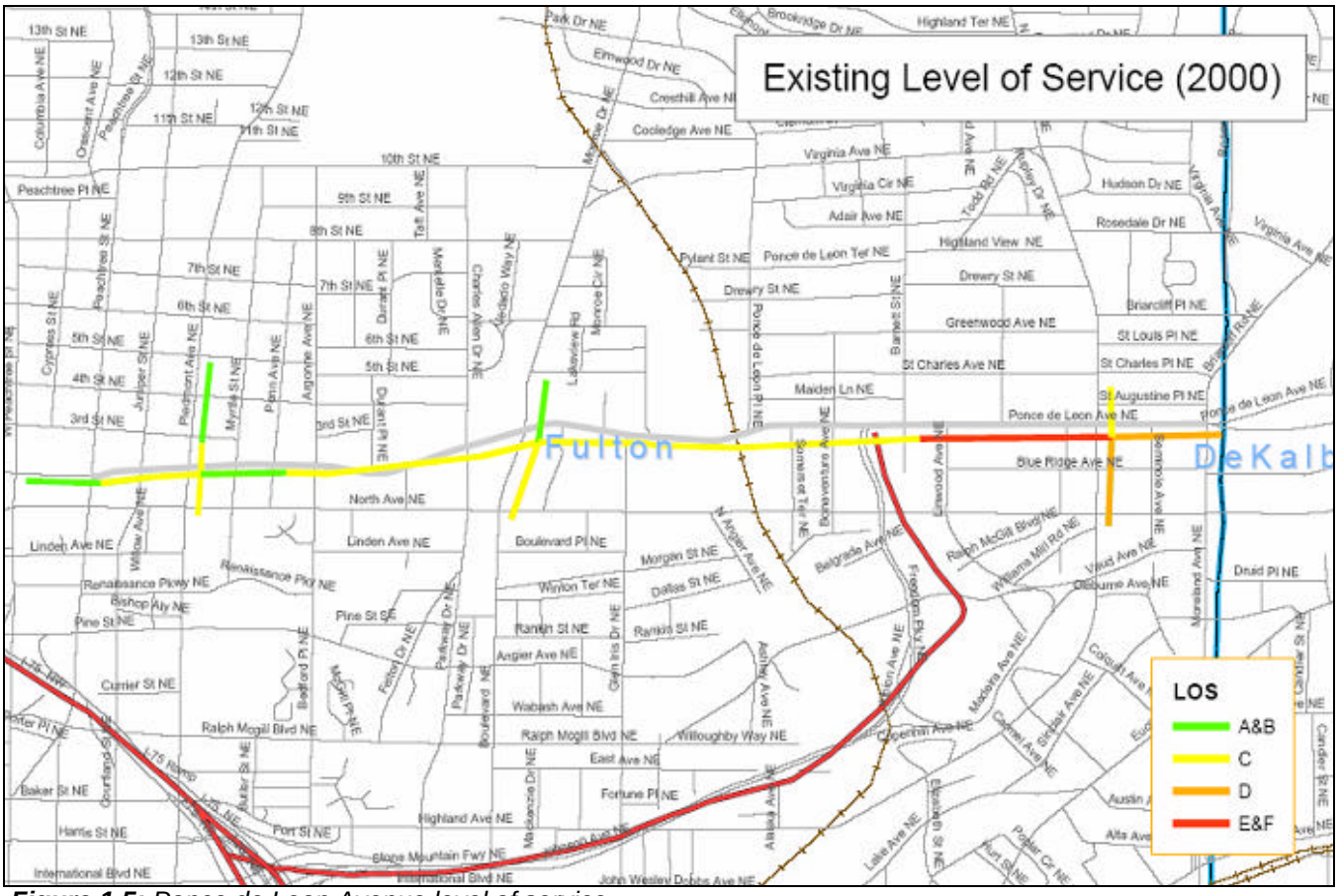


Figure 1.5: *Ponce de Leon Avenue level of service*

Intersection Capacity Analysis

In Addition to analyzing the arterial sections, specific intersections were identified along the corridor for detailed capacity analysis. These intersections are Ponce de Leon Avenue a Piedmont Road, Monroe Drive, and North Highland Avenue. Turning movement counts were collected at these locations on Wednesday, November 3, 2004. Signal timing information was obtained from City of Atlanta. Synchro software version 6.0, that is consistent with the Highway Capacity Manual (HCM) 2000, was used to perform the capacity analysis. The volume and timing information was input into Synchro and the capacity analysis was conducted. The resulting LOS values for each of the intersection are summarized on the following page.

Summary of Intersection Capacity Analysis

As shown above, the intersection of Ponce de Leon and Piedmont Avenues operates at LOS levels of C, B and B during AM, midday and PM peak periods respectively. All of the individual movements on each of the approaches were at LOS C or better. At the intersection the highest delay and volume to capacity ratio were 27.7 seconds and 0.8 on the northbound through movement during the AM peak period respectively.

The intersection of Ponce de Leon Avenue at Monroe Drive performs at LOS C during AM and midday peak periods and with LOS D during the PM peak period. The southbound left turn movement was at failure with LOS F with a delay of 97.6 seconds, during the PM peak period. The volume on this movement exceeded the capacity in the PM peak with a volume to capacity ratio of 1.02. The through movement on the approach performs at LOS E with a delay of 60.9 seconds and a volume to capacity ratio of 0.92 during PM peak. The westbound through movement was at LOS D although the volume exceeds capacity in the PM peak period with the volume to capacity ratio being 1.86.

The intersection of Ponce de Leon and North Highland Avenues operates at LOS values of E, C and D during AM, midday and PM peak periods respectively. During the AM peak period the westbound through movement was close to its capacity with a volume to capacity ratio of 0.97. In the PM peak period, the northbound through and the southbound left turn movements were at LOS E with delays of 72.8 and 76.7 seconds and volume to capacity ratios of 0.95 and 0.94 respectively. The eastbound through movement has a high volume to capacity ratio of 0.92 during the PM peak hour.

Approach	Movement	AM Peak Period		MD Peak Period		PM Peak Period	
		LOS (Delay)	v/c ratio	LOS (Delay)	v/c ratio	LOS (Delay)	v/c ratio
Ponce De Leon at Piedmont Road							
Eastbound	Left	A (9.7)	0.14	A (9.9)	0.16	B (11.7)	0.19
	Through	A (7.8)	0.10	A (9.0)	0.26	B (13.0)	0.41
Westbound	Through	B (16.7)	0.63	B (16.8)	0.53	C (21.0)	0.47
	Right	A (7.1)	0.34	A (4.8)	0.26	A (5.1)	0.26
Northbound	Through	C (27.7)	0.80	B (15.8)	0.57	C (20.4)	0.68
Intersection	All	C (20.4)	0.80	B (13.7)	0.57	B (17.5)	0.68
Ponce De Leon at Monroe Drive							
Eastbound	Left	C (21.8)	0.31	B (17.5)	0.22	C (27.9)	0.50
	Through	C (24.0)	0.23	C (32.5)	0.64	C (26.5)	0.62
Westbound	Left	B (19.1)	0.38	C (31.6)	0.80	C (23.9)	0.69
	Through	C (29.4)	0.73	C (21.5)	0.50	D (54.3)	1.86
Northbound	Left	C (26.6)	0.46	C (24.2)	0.52	D (45.1)	0.57
	Through	D (45.7)	0.82	D (40.5)	0.70	D (45.9)	0.65
	Right	A (6.0)	0.24	A (6.4)	0.44	A (7.2)	0.36
Southbound	Left	C (30.4)	0.61	C (29.1)	0.65	F (97.6)	1.02
	Through	D (38.9)	0.72	C (32.5)	0.57	E (60.9)	0.92
Intersection	All	C (30.5)	0.82	C (27.4)	0.80	D (47.0)	1.04
Ponce De Leon at North Highland Avenue							
Eastbound	Left	D (43.7)	0.69	C (26.8)	0.71	D (37.4)	0.77
	Through	B (19.3)	0.42	B (19.2)	0.50	D (39.2)	0.92
	Right	A (5.4)	0.06	A (6.4)	0.12	B (11.4)	0.14
Westbound	Left	B (12.9)	0.27	B (13.4)	0.21	C (31.4)	0.54
	Through	D (44.0)	0.97	C (28.6)	0.72	C (33.7)	0.77
Northbound	Left	E (61.6)	0.75	C (30.3)	0.44	D (40.2)	0.59
	Through	D (51.6)	0.77	D (40.4)	0.73	E (72.8)	0.95
Southbound	Left	D (50.1)	0.71	C (30.6)	0.51	E (76.7)	0.94
	Through	E (59.6)	0.71	D (36.7)	0.70	D (50.1)	0.80
Intersection	All	E (40.8)	0.89	C (27.0)	0.73	D (43.1)	0.95

The Study Area in 1895

Moreland Avenue Study Area/Moreland LCI Study Area

Transportation History

To understand Moreland Avenue's current traffic operations, it is first necessary to understand its history. The neighborhoods around Moreland Avenue from Ponce de Leon Avenue south to I-20 were mainly developed after the Civil War. Initial development was brought on by the creation of transportation infrastructure in the form of the Georgia Railroad, which reached the area in 1847. The Georgia Railroad is currently the CSX line that runs along DeKalb Avenue and bisects Moreland Avenue. The railroad was built on the highest ground in the area and followed the ridgeline from Decatur to Downtown Atlanta. Although the area was developed in a grid pattern, early roads and villages were founded along ridgelines (such as Boulevard, Highland Avenue and Briarcliff Road) or slight inclines (such as DeKalb Avenue, Euclid Avenue, Arkwright Place and Flat Shoals Avenue).

The advent of the electric streetcar lne in the 1880s and 1890s also significantly affected the Study Area by allowing for Atlanta's first suburbs. Atlanta originally grew to the east towards Moreland Avenue with the Edgewood Avenue Line to Inman Park in 1889. This was Atlanta's first planned suburb and was joined by other suburban expansions made possible by the DeKalb Avenue line, the McClendon Line, the Flat Shoals line and the Arkwright Line.

The nearby Decatur Belt Line, to the west of Moreland Avenue, was built in phases between the 1860s and 1890s. This facility, always devoted to freight movement, has been inactive since 1994.

The main pattern in the early years was one of east/west movement dictated by topography and the need to get to Downtown. It is important to note that Moreland Avenue developed early on as the only significant north/south through route in the area, a characteristic it still retains today. Moreland Avenue developed before Ponce de Leon Avenue, which ended at Ponce de Leon Springs (under City Hall East), and was primarily used for recreational traffic until the Olmsted extension of the early 1900s.

The last major event in Study Area's transportation history was the advent of the Interstate highway system. I-20 was built in the early 1960s and cut off East Atlanta Village from Little Five Points. The interchange itself required the demolition of a portion of East Atlanta Village, which had extended along Moreland Avenue to Memorial Drive at that time. Further highways were planned in the Study Area and rights-of-way were acquired in the 1950s and 1960s, but a protracted legal battle ended with the plans for the GA 400/I-675 and the Stone Mountain Freeway being dropped and replaced by the Freedom Parkway and Freedom Park. These facilities now account for most recreational, pedestrian and bicycle facilities in the Study Area.

Little Five Points in the 1940s (Courtesy Lane Brothers and Tracy O'Neal Collections of Georgia State University)

Roadway Characteristics

Moreland Avenue has jurisdictional control by GDOT, as it designated US 23 and State Route 42 (SR 42). The speed limit is 35 mph. Currently, Moreland Avenue consists of two to three travel lanes in each direction. The Ponce de Leon Avenue to Freedom Park zone has two travel lanes in each direction, with left turn lanes at Freedom Parkway. From Freedom Parkway to Euclid Avenue it has two travel lanes in each direction, with left and right turn lanes at Euclid and McClendon Avenues. South of Little Five Points Moreland Avenue has three travel lanes in each direction to DeKalb Avenue. South from DeKalb Avenue it has two travel lanes in each direction, with additional left turn lanes at Caroline Street. Moreland Avenue is five lanes for most of the way to I-20, with three of these being southbound. Even though Moreland Avenue is a high capacity state route it often has the feel of a neighborhood street in those sections where historic buildings, street trees, and streetscapes have been preserved.

Access Management

Currently, there is a lack of access management on the avenue. There are no shared driveways except at the Junkman's Daughter and Sevenanda in Little Five Points, and each business has at least one curb cut; several have two or more. Medians are non-existent, except at the DeKalb Avenue bridge, which has a planted median at both ends and a central concrete pier with a two foot curb. Only some intersections include a center left turn lane.

Geometry

Only one area of the corridor has steep grades; this is the area leading down to the Hosea Williams Drive/Wylie Street block. This may contribute to the high accident rates at these two signalized intersections. All other vertical curves are relatively gentle.

Functional Classifications

Functional classification is a method of ordering streets by the service they are intended to provide. Streets with the highest classification are intended to provide the highest through traffic volumes with the lowest accessibility to land. Lower classifications allow increased access at the expense of mobility.

Streets in the Study Area fall into four GDOT classifications. They are, in order of intended volume from highest to lowest.

- Principal Arterial
- Minor Arterial
- Collector Road
- Local Street

Ponce de Leon Avenue is the principal arterial in the Study Area. Moreland Avenue, North Avenue and Memorial Drive are the minor

Name of Facility	Daily Volume	# of lanes
Moreland at Ponce	21,760	4
Moreland @ Freedom Pkwy	14,859	5
Moreland at I-20	34,829	5

Traffic volumes at key intersections on Moreland Avenue

arterials. Freedom Parkway is the only collector road in the Study Area. All other roads are local streets.

As US 23 and SR 42, Moreland Avenue is eligible for, other than City funds, different operations and maintenance activities. Moreland Avenue is, however, not part of the National Highway System, precluding use of these applicable funds.

Existing Traffic Volumes

According to GDOT AADT counts, the heaviest traffic volumes are along Ponce de Leon Avenue on both sides of Moreland Avenue (33,286 to the east and 34,662 to the west) but still under the anticipated daily capacity of the road that is 4-5 lanes wide throughout this section. Moreland Avenue, with 4 - 6 lanes, has volumes varying mainly from 15,000 to 22,000 with peaks of 21,760 at Ponce de Leon Avenue and 34,829 at I-20. AADT volumes for both directions are listed at left. Typical volumes for road segments are 10,000 cars per lane.

According to the Congestions Management System (CMS), Moreland Avenue is defined as congested from Euclid to Confederate Avenues. This is primarily because of the lack of left turns lanes, poor signal timing, heavy peak traffic, heavy truck traffic and close signal spacing. From these data there appears to be a contradiction in that AADTs indicate that, over an average day, the avenue has the capacity to handle higher volumes, but congestion occurs during the morning and evening peak periods.

Truck Traffic

Truck traffic is mainly on Moreland Avenue, Memorial Drive, and DeKalb Avenue and avoids other streets. As the area gentrifies and industrial uses are converted to other uses, truck traffic should continue to diminish. Moreland and Ponce de Leon Avenues are essentially commercial corridors sandwiched between neighborhoods that begin one block from them. Consequently, most of the truck operations are debris removal, store deliveries, or residential moving operations. The Edgewood Retail Development may alter this pattern somewhat but its effect will most likely be confined between I-20 and DeKalb Avenue.

Key Intersections

The key intersections along Moreland Avenue are:

- Ponce de Leon Avenue and Moreland Avenue
- North Avenue and Moreland Avenue
- Freedom Parkway and Moreland Avenue
- Mansfield Avenue and Moreland Avenue
- Euclid Avenue /McLendon Avenue and Moreland Avenue
- DeKalb Avenue and Moreland Avenue

- Caroline Street/Seaboard Avenue and Moreland Avenue
- Hosea Williams Drive and Moreland Avenue
- Wylie Street and Moreland Avenue
- Memorial Drive-Arkwright Place and Moreland Avenue

Each intersection has different concerns to be addressed. These concerns fall into three main categories: safety, operations, and streetscape design. All of these issues are inter-related along the corridor. Safety for pedestrians is related to streetscape design features, safety for cars is related to signalization and lane configuration, operational characteristics impact the perception of the streetscape for many of the local residents, and so on.

Safety

A common concern that surfaced during the public meetings was the need for improved safety for pedestrians, bicyclists and drivers. In a review of GDOT corridor accident data from 1997-2003 trends were revealed. There were 2,203 accidents from 1995-2003 averaging 275 per year. No fatalities were reported but 40 involved pedestrians, 8 were bicycle and pedestrian accidents, 27 involved utility poles, 19 involved curbs, fences, ditches, parapets, medians, street lights, or trees, and 2,055 involved collisions with other vehicles. The top accident intersections by occurrence and not rate are listed below in order. Please note the DeKalb Avenue intersection had few (71) accidents recorded during this period.

An analysis of the accident data for North Avenue reveals that most vehicles responsible for the accidents (78%) are traveling north or southbound and almost all (72%) are angle accidents indicating a need for left turn lanes on Moreland Avenue or limited left turns.

An analysis of the accident data for Memorial Drive reveals that most vehicles responsible for the accidents are traveling almost equally in all directions and angle and rear end accidents are also almost equally common.

An analysis of the accident data for I-20 reveals that most vehicles responsible for the accidents are traveling almost equally in all directions and angle and rear end accidents are also almost equally common. The similarity of results between I-20 and Memorial may be a function of their proximity, and the fact they are both at the busiest section of the corridor in terms of traffic volumes. Signal timing and the visibility of the somewhat confusing ramp configuration may also be key issues here.

An analysis of the accident data for Wylie Street reveals that most vehicles responsible for the accidents (92%) are traveling north or southbound and most (47%) are rear end accidents indicating a need for signal timing redesign or right turn lanes on Moreland.

Intersection	Accidents 1995-2003
@ North Avenue	337
@ Memorial Drive	334
@ I-20 Ramps (All)	252
@ Wylie Street	232
@ Hosea Boulevard	209
@ McLendon Ave.	199
@ Ponce de Leon	192
@ Caroline Street	113
@ Mansfield Avenue	112
@ Euclid Avenue	111

However, 30% are angle accidents indicating the need for a northbound left turn lane.

An analysis of the accident data for Hosea Williams Drive reveals that most vehicles responsible for the accidents (79%) are traveling north or southbound and most (43%) are rear end accidents indicating a need for signal timing redesign or right turn lanes on Moreland Avenue. However, 34% are angle accidents indicating the need for a northbound left turn lane. The similarity of results between Hosea Williams Drive and Wylie Street may be a function of their proximity, and the fact that both are at the bottom of the one valley on the corridor. Signal timing and visibility may also be key issues.

An analysis of the accident data for McClendon Avenue reveals that most vehicles responsible for the accidents (73%) are traveling north or southbound and most (47%) are rear end accidents indicating a need for signal timing redesign or northbound right turn lanes on Moreland Avenue. However, 35% are angle accidents indicating the need for left turn lanes.

An analysis of the accident data for Ponce de Leon Avenue reveals that most vehicles responsible for the accidents are traveling north or southbound and are angle accidents indicating a need for left turn lanes on Moreland Avenue. The numbers of responsible vehicles are fairly high for east and westbound traffic and there are a large number of rear-end accidents possibly indicating a need for right turn lanes in all directions and extended left turn lanes.

Operations

From an operations standpoint, there are three main issues that need attention in the Moreland Avenue corridor. These issues are:

- Left turn lanes
- Signals
- Turning radii

Due to the linearity of the corridor, all of these issues are, in reality, intersection issues. The functionality of all other types of operations is relatively acceptable. Left turn lanes are primarily and issue north of DeKalb Avenue due to the constrictions in the right-of-way in that area. Signals are issues in terms of timing (flow and speed), spacing (flow, speed, and safety), and cycle length (flow and pedestrian friendliness). Turning radii are mainly a concern in terms of urban design and what can be changed in the corridor without compromising the existing functionality of the facility. All of these operational as well as the main safety and streetscape issues are discussed in the recommendations section.

Congestion Management System (CMS)

The primary function of the CMS is to monitor and identify congested locations in the region. ARC has developed a Congestion Monitoring Network (CMN) based on the V/C ratio. The CMN identifies all of the region's roadway facilities that experience considerable levels of congestion currently or in the future.

Moreland Avenue is part of the 2004 CMN. Lack of left turn lanes, poor signal timing, heavy truck volume, and close signal spacing are listed as causes of congestion in the CMS. Additionally, Moreland Avenue ranks 49 out of 73 most congested facilities in the Atlanta region.

Traffic Signals

The CMS study identified traffic signals as one of the reason for congestion in the corridor. There are 11 signalized intersections in the corridor. On the 2 mile segment that makes up the Study Area, there is an average of roughly 5 signals per mile, or approximately 1,000 feet between signals. This figure does not include the multiple signals at Euclid and McLendon Avenues, which are considered one entity and are controlled together.

Traffic Control Infrastructure

Currently, all of the signals in the corridor are coordinated with 170 type controllers installed in 336 controller cabinets. All controllers are interconnected with copper wire interconnect cable to a central system in the Atlanta Traffic Control Center. However, GDOT is in the midst of upgrading all signal controllers along State Routes to 2070L controllers. The new 2070L controllers will utilize the existing fiber optic interconnect, as this infrastructure provides the capability for an interconnected signal system.

All signals in the corridor are currently pre-timed; they are non-actuated. This means the signals are not traffic responsive. During the evening peak, each signal cycle is 110 seconds. During the morning peak, each signal cycle is 100 seconds. The evening peak period runs from 3:30 pm to 6:30 pm and the morning peak period begins at 6:45 am and ends at 9:30 am. The signal cycle during the off-peak periods is 90 seconds.

Transportation Improvement Projects

There are planned transportation improvements slated for the Moreland Avenue Study Area in the ARC's Regional Transportation Program (RTP). Details are included in the Appendix. Most are bicycle pedestrian improvements or transit facilities. The bicycle pedestrian improvements are along Moreland Avenue, Briarcliff Road, Arkwright Place, Memorial Drive, Freedom Parkway and the Belt Line. The transit improvements are Bus Rapid Transit (BRT) on Memorial Drive, and the Belt Line.

There are four items in the City's CDP pertinent to the Study Area:

- Improve intersection of Memorial Drive and Moreland Avenue (Completed 2004)
- Improve intersection at Memorial Drive, Arkwright Place and Moreland Avenue (2019)
- Improve intersection at Briarcliff Road and Ponce de Leon Avenue (2009)
- Widen DeKalb Avenue from Jackson Street to Moreland Avenue (2019)

This bus stop in Barcelona, Spain is flanked with transit-supportive land uses and includes posted schedules

This photo from the 1960s shows the above-street wires that once served the Ponce de Leon Avenue trolley (Courtesy Lane Brothers and Tracy O'Neal Collections of Georgia State University)

Transit

In an urban area like Atlanta, transit plays a key role in the transportation system. When property planned, transit can serve to clean the air, reduce congestion, promote compact land use patterns, spur economic development and promote sense-of-place.

Ponce de Leon Avenue Study Area

Although once serviced by a trolley route running from Midtown Atlanta to Decatur, transit service today along the length of Ponce de Leon Avenue today is limited to MARTA bus route #2 Ponce de Leon, which approximates the route of the historic trolley and runs from the North Avenue MARTA rail station to the Avondale MARTA rail station. Compared to many MARTA bus routes, weekday headways on route #2 are frequent and range from one every 20 minutes at morning and evening rush hours, to once bus every 40 minutes at off-peak hours. On weekends the service is less frequent, with headways of 30 minutes to one hour. Ridership is 2,401 passengers per weekday.

The avenue is also served indirectly by other bus and rail facilities. A small portion of its western end is within a short walk of the North Avenue rail station. Several MARTA bus routes also traverse the avenue, but do not provide continuous service, including:

- Route #6 Emory, which crosses at Moreland/Briarcliff Avenues and connects to Emory University, the Candler Park neighborhood, the Druid Hills neighborhood, and unincorporated DeKalb County.
- Route #10 Peachtree, which crosses at Peachtree Street and connects to Downtown and Midtown.
- Route #16 Noble, which crosses at North Highland Avenue and connects to Downtown, and the neighborhoods of Old Fourth Ward, Inman Park, Poncey-Highland, Inman Park and Morningside.
- Route #27 Monroe Drive/Lindbergh Station, which crosses at Boulevard/Monroe Drive and connects to the Ansley Park neighborhood, Cheshire Bridge Road, and the Lindbergh MARTA rail station.
- Route #45 Virginia/Fredrica (sic), which provides westbound service between North Highland Avenue and Frederica Street before heading north to Virginia-Highland and Midtown's northern edge.

The user-friendliness of existing bus routes is compromised by the lack of auxiliary facilities. Although route #2 does have more bus

An existing bus stop by the Peters Mansion

shelters than most MARTA bus routes, no stops or shelters include posted schedules, maps, or lighting; only a handful include wastebaskets. Shelters are virtually non-existent on other routes. The result is that most patrons must wait exposed to the elements and with no means of knowing when the bus will arrive, unless they have their own schedule. Although frequent riders are used to these substandard facilities, these are clearly deterrents for riders with choice.

Existing bus service is also compromised by delays. Frequent stops (one on almost every block), red-lights and congestion result in periods of unreliable service. Buses sometimes stop as often as every 400 feet to serve patrons. This can result in delays and frustration for other patrons. It also makes it challenging to plan bus scheduling because a day with unusually high-ridership (as expressed in the number of stops) can slow the bus down.

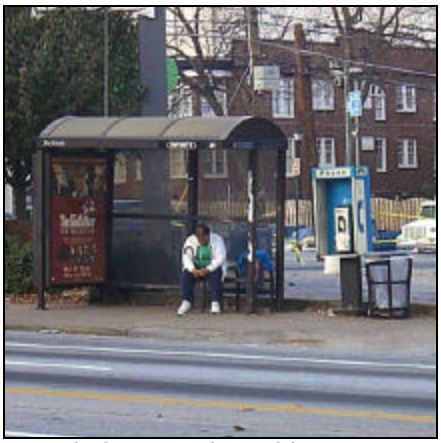
Finally, the avenue is potentially impacted by several recent or current transit studies, including:

- ***Atlanta Development Authority (ADA) Belt Line study***, which is studying land use and financial feasibility for the Belt Line, a proposed transit greenway that would utilize existing rail corridors ringing Atlanta's core for future transit and recreational facilities.

- ***Inner Core – Belt Line/C-Loop Study***, which is being undertaken by MARTA to identify feasible routes and modes of transportation within the greater Belt Line area by evaluating various technologies and land use patterns. To date, multiple alternatives have been identified based on existing transportation facilities. All of these alternatives would traverse Ponce de Leon Avenue; Alternative 4 would serve the avenue via a streetcar on its western edge. To date, however, no alternative has been selected as the preferred alternative, although such decision is forthcoming.

- ***Atlanta Streetcar Study***, which is a private, non-profit initiative being undertaken by Atlanta Streetcar, Inc. to examine the feasibility of streetcar service along Peachtree Street from West End to Buckhead.

- ***Regional Transit Action Plan***, which was undertaken by the Georgia Regional Transportation Authority (GRTA) in 2003 to review regional transit needs. In the study, Ponce de Leon Avenue is identified as a promising candidate for arterial Bus Rapid Transit (BRT). BRT utilizes buses that operate like trains, and may include dedicated bus-lanes, less-frequent stops, or even stations. No specific details are provided for such concept along Ponce de Leon Avenue.



Bus shelters, such as this, are more common along Ponce de Leon Avenue than most Atlanta streets

In Germany bus stops include route signs for many different buses, as well as schedules and maps

Strengths

- Existing bus service, which is better than that found in most parts of the Atlanta region.
- Existing rail service on the corridor's western end.
- Transit supportive land-use patterns, which result from the avenues initial development as a trolley route.

Weaknesses

- Lack of auxiliary bus facilities, including shelters, signage, maps, schedules and lighting, which discourages would-be transit riders.
- Congestion, which can buses and reduce reliability.

Opportunities

- Existing studies and plans, which could enhance transit offerings.
- Long-term trolley service.
- Improved bus service, which could lay the foundation for long-term trolley service.
- Bus signal actuation, wherein approaching buses could turn lights green to minimize disruptions from red lights.

Threats

- Lack of adequate funding, which could limit MARTA's ability to make transit improvements and result in further service cuts.
- Future traffic growth, which could further degrade bus reliability.

<u>Moreland Avenue Study Area</u>

Transit service along Moreland Avenue is less consistent than along Ponce de Leon Avenue. As of MARTA's service reductions in early 2004, there is no longer continuous bus service along north of DeKalb Avenue. However, segments are served via:

- Route #6 Emory, which runs from North Avenue to The Byway and connects Emory University, the Candler Park neighborhood, the Druid Hills neighborhood, and unincorporated DeKalb County.

- Route #7 McAfee, which runs from the Inman Park/Reynoldstown rail station, to McPherson Avenue and connects the neighborhoods of Edgewood, Reynoldstown, East Atlanta, Ormewood Park and unincorporated south DeKalb County.

This bus stop on Moreland and Memorial Avenues represents the minimalist transit facilities that exist along the avenue

- Route #34 Gresham, which runs from the Inman Park/Reynoldstown rail station, to Glenwood Avenue and connects the neighborhoods of Edgewood, Reynoldstown, East Atlanta, Ormewood Park and unincorporated south DeKalb County.

- Route #48 Thomasville, runs from the Inman Park/Reynoldstown rail station to Constitution Road and connects the neighborhoods of Inman Park, Edgewood, Reynoldstown, East Atlanta, Ormewood Park, Brownood Park and Thomasville.

- Route #107 Glenwood, which runs from the Inman Park/Reynoldstown rail station to Glenwood Avenue and connects the neighborhoods of Edgewood, Reynoldstown, East Atlanta, Ormewood Park, East Lake and unincorporated DeKalb County.

The result is that bus service is very frequent along the avenue south of DeKalb Avenue, but virtually non-existent north of it.

The avenue is also served indirectly by other bus facilities. Bus routes that traverse the avenue include:

- Route #2 Ponce de Leon, which crosses at Ponce de Leon Avenue and connects to Midtown, Decatur, and the neighborhoods of Druid Hills, Poncey-Highland, Virginia-Highland and Old Fourth Ward.

- Route #3 Auburn Avenue/M.L. King Drive, which crosses at Euclid/McLendon Avenues and connects to Downtown and the neighborhoods of Old Fourth Ward, Inman Park and Candler Park.

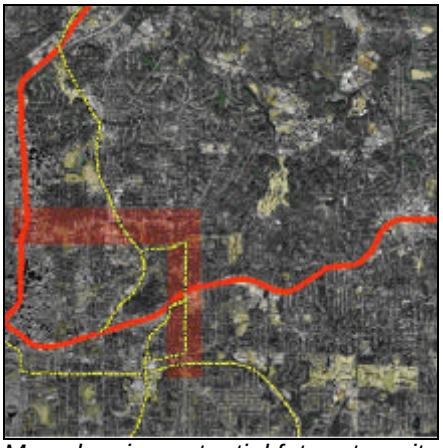
- Route #9 Toney Valley, which crosses at Glenwood Avenue and connects to Downtown, unincorporated south DeKalb County, and the neighborhoods of East Atlanta, Ormewood Park, and Grant Park.

- Route #18 South Decatur, which crosses at Wylie Street and connects to Downtown, Decatur, and the neighborhoods of Grant Park, Cabbagetown, Reynoldstown, Edgewood and Kirkwood.

Existing Daily Bus Ridership

Route	**3**	**6**	**7**	**17**	**18**	**28**	**34**	**48**	**107**	**123**
Ridership	3,090	2,322	1,166	1,577	3,118	1,208	1,442	2,056	2,654	815

Transit supportive land uses line Moreland Avenue and include Little Five Points, one of Atlanta's most pedestrian-oriented commercial nodes



Map showing potential future transit options in yellow

- Route #21 Memorial Drive, which crosses at Memorial Drive and connects to Downtown, unincorporated DeKalb County, and the neighborhoods of Grant Park, Cabbagetown, Reynoldstown, Edgewood and East Lake.

Route #28 also provides service, but has been temporarily re-routed because of the Edgewood Retail District development. It will be returned to service once Caroline Street is reopened.

A small portion of the avenue's center is within a short walk (one-quarter mile) of the Inman Park/Reynoldstown and Edgewood/Candler Park rail stations. However, from Moreland Avenue itself, neither station is visible. All the bus bays on the south side of Inman Park Station are at capacity, but now only the #48 and #17 dock on the north side. Average daily ridership numbers are given in the table below.

Station	Average Monthly Entries	Rank Among 38 Stations	Parking Spaces	% Use of Parking Spaces
Edgewood/ Candler Park	36,778	35	429	42%
Inman Park/ Reynoldstown	49,251	29	278	70%

As with Ponce de Leon Avenue, the user-friendliness of existing bus routes is compromised by the lack of auxiliary facilities. Few bus shelters exist and no stops or shelters include posted schedules, maps, or lighting; few include wastebaskets. Most patrons must wait exposed to the elements and with no idea when the bus will arrive, unless they have their own schedule. Although frequent riders are used to this, it is clearly a deterrents for riders with choice.

Existing bus service is also compromised by schedule delays, although not as extensively as along Ponce de Leon Avenue. The frequent number of stops (one almost every block), coupled with red-light timing and congestion, results in limited periods of unreliable service.

Finally, the avenue is potentially impacted by several recent or current studies, including:

- ***Atlanta Development Authority (ADA) Belt Line study***, which could serve the Inman Park-Reynoldstown rail station.

The existing MARTA bridge sends pedestrians 900 feet out of their way

- ***Inner Core – Belt Line/C-Loop Study***, which includes alternatives serving the Inman Park-Reynoldstown rail station and portions of Moreland Avenue. In the Moreland Avenue area the Belt Line has several potential routes. One is to connect to Moreland Avenue via Ralph McGill and then to travel south to the southern entrance to the Inman Park/Reynoldstown station via Seaboard Avenue and then skirt the southern edge of the Hulsey yard to reconnect with the Belt Line in Reynoldstown and continue further south via the Glenwood Memorial Connector. The other potential route is the same as above but it would return to Moreland Avenue from the Inman Park/Reynoldstown station and head south to Memorial Drive then west the Glenwood Memorial Connector where it would link up again with the old freight lines. Included in this study are the I-20 East extension and the C-Loop, both of which also intersect the Study Area at the bottom of the Moreland Corridor at I-20. The I-20 East Extension is a planned connection between South DeKalb County from Stonecrest Mall to Downtown along I-20. The C-Loop is a planned connection between South DeKalb Mall, Atlanta University Center, Georgia Tech, And Emory University and it also runs along I-20 past Moreland Avenue.

Strengths

- Existing bus service south of DeKalb Avenue.
- Existing rail service in the corridor's central area.
- Transit supportive land-use patterns, which result from the avenues initial development as a trolley route.

Weaknesses

- Lack of bus service to Little Five Points.
- Lack of auxiliary bus facilities, including shelters, signage, maps, schedules and lighting, which discourages would-be transit riders.
- Congestion, which can affect buses and reduce reliability.
- Lack of rail station visibility from Moreland Avenue.

Opportunities

- Existing studies and plans, which could enhance transit offerings.
- Long-term trolley service.
- Improved bus service, which could lay the foundation for long-term trolley service.
- Bus signal actuation, wherein approaching buses could turn lights green to minimize disruptions from red lights.

The Belt Line transit greenway would occupy this kudzu-filled area and could change the face of transit in Atlanta

Threats

- Lack of adequate funding, which could limit MARTA's ability to make transit improvements and result in further service cuts.
- Future traffic growth, which could further degrade bus service reliability.

Moreland LCI Study Area

Due to its proximity to Moreland Avenue, the LCI Study Area is served by many of the same buses as the avenue, including #3, 6, 7, 18, 34, 48, and 107. It is, however, better served by rail. Both the Inman Park/Reynoldstown and Edgewood/Candler Park rail stations provide access to the north and south sides of the freight and MARTA rail lines. Both stations also include public access across said lines. In both cases, however, the interface with the surrounding neighborhoods is less-than-ideal.

The Inman Park/Reynoldstown station's greatest accessibility challenge is on its Reynoldstown side, where a pedestrian bridge directs passengers to the inter-modal bus facility, but in doing so, increases the walking distance between the station and areas to the east by 900 feet. Given that most Americans will not walk more than one-quarter mile (1,320 feet), this creates a barrier between the station and areas to the east, including the Edgewood Retail District. The station also has no presence on Moreland Avenue, which further compromises its usability. These design challenges, coupled with the lack of maps or direction signage in the public portion of the station, create a hostile environment for new users. Furthermore, an unused parking lot on the south side does nothing to support transit ridership or create a patron-friendly environment.

The Edgewood Candler/Park station's interface with the neighborhood is not as hostile as the Inman Park/Reynoldstown station, but challenges still exist. This station lacks signage or maps to direct riders to nearby destinations. Its parking lots also spill light into adjacent homes, particularly on the north side. A fenced-off, unused parking lot on the south side does nothing to support transit ridership or create a patron-friendly environment.

The Study Area itself and the greater Moreland Avenue Study Area will also soon receive shuttle service to connect Little Five Points, Edgewood Retail District, East Atlanta Village and the MARTA stations. This shuttle was a zoning condition of the Edgewood Retail District, and could enhance transit service. A specific route has yet to be identified.

Finally, the LCI Study Area is potentially impacted by current transit studies, including:

- ***Atlanta Development Authority (ADA) Belt Line study***, which could serve the Inman Park-Reynoldstown station.

- ***Inner Core – Belt Line/C-Loop Study***, which includes alternatives serving the Inman Park-Reynoldstown rail station and portions of Moreland Avenue.

Strengths

- Existing rail service.
- Planned Edgewood Retail District shuttle service.

Weaknesses

- Lack of service to Little Five Points.
- Lack of station visibility from Moreland Avenue.
- Light and noise pollution from rail stations.
- Infrequent rail service at off-peak hours resulting from the termination of the Proctor Creek rail line at the King Memorial Station.

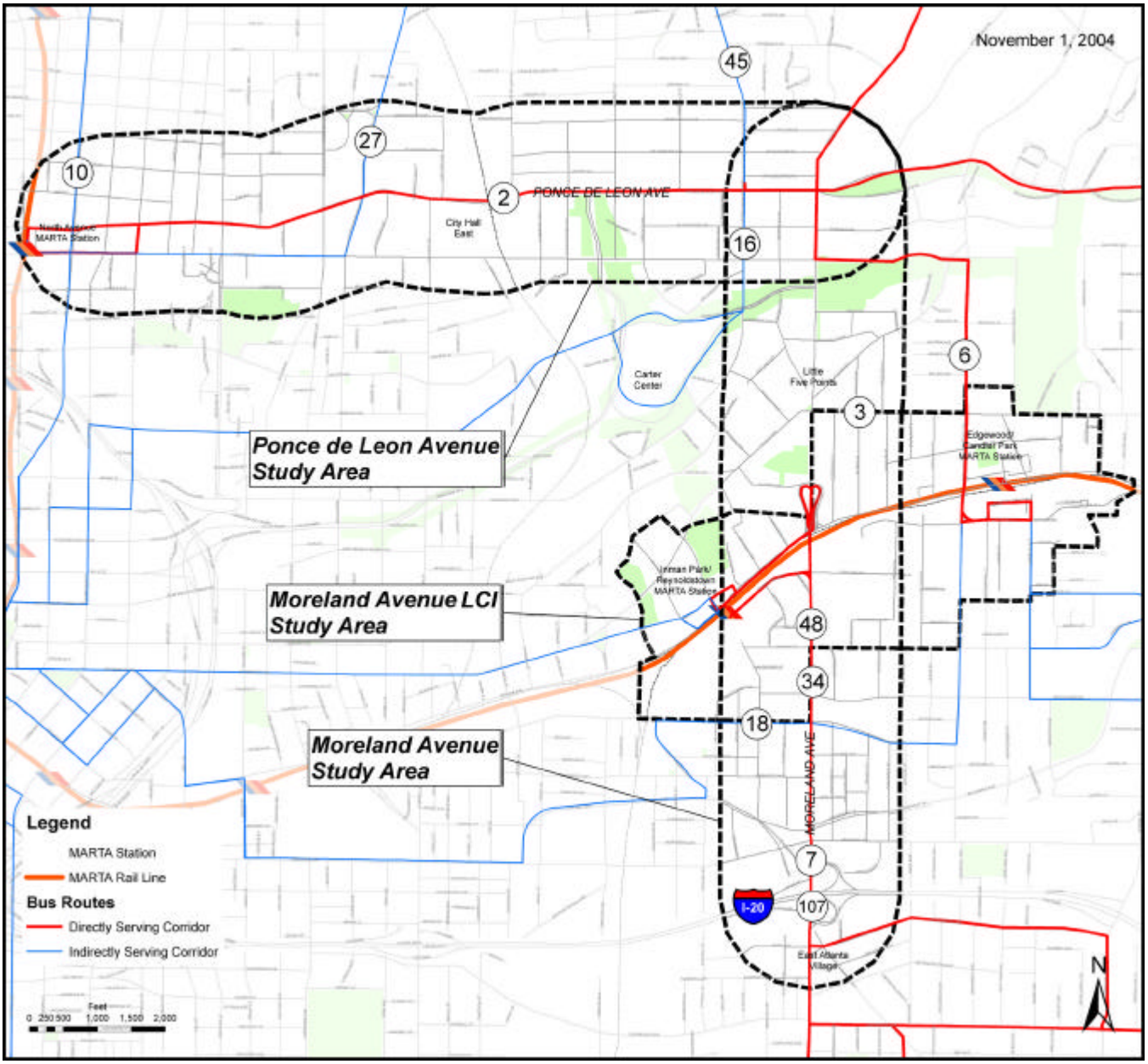
Opportunities

- Directional signage and maps, which could guide patrons from rail stations to area attractions.
- Sidewalk markings, which could direct rail patrons to Little Five Points or the Edgewood Retail District.
- Station enhancements, which could create a stronger connection between the Inman Park/Reynoldstown rail station and Moreland Avenue and reduce walking distances.
- Extending the Proctor Creek rail line service to the Edgewood/Candler Park station at all hours, not just peak hours, could improve rail service.

Threats

- Lack of adequate funding, which could limit MARTA's ability to make transit improvements and result in further service cuts.

Figure 1.6: Existing MARTA Transit Service



Every trip begins and ends on foot

Pedestrian Systems

Because every trip begins as a pedestrian trip, the walking experience is critical to understanding the current transportation system. Pedestrian trips are also important as they have the opportunity to take the stress off of vehicular systems and create a safer Study Area.

Ponce de Leon Avenue Study Area

The pedestrian experience along Ponce de Leon Avenue is by no means uniform. Sidewalk conditions vary, and street trees are sporadic. But the greatest differences are in large part due to differing land uses and whether or not the corridor's historic, pedestrian friendly development patterns remain intact.

The corridor's western end, west of Durant Place, is by far its most pedestrian friendly. Buildings orient to the street, signalized crossings are frequent, and on-street parking is provided in several locations to serve adjacent retail and buffer pedestrians from traffic. The greater street enclosure in this area also makes the street feel more intimate, which positive impacts pedestrians.

The intersection of Ponce de Leon Avenue with North Highland Avenue sees large amounts of pedestrian traffic, but drivers often fail to yield to pedestrians at this deceleration lane

The most pedestrian hostile segment of the corner is the central sector between Durant Place and Freedom Parkway. This sector is marked by auto-oriented land uses with little relationship to the street, high-speeds, and excessive curb cuts. Several major pedestrian impediments also exist in this area, including the overgrown Belt Line bridge, Boulevard/Monroe Drive, and public safety corners between Glen Iris Drive and Boulevard/Monroe Drive. The lack of a safe pedestrian crossing at Bonaventure Avenue, a high-pedestrian crossing location, is a problem.

The eastern end, west of Freedom Parkway includes some favorable and unfavorable conditions. The street's straightness and deceleration lanes result in higher traffic speeds. However, the 7 foot street furniture and tree planting zone and 7.5 foot sidewalk clear zone provide separation between pedestrians and drivers. Sidewalks in this sector are also in fairly good condition.

Along all portions of the avenue, challenges to pedestrians include high traffic speeds, acceleration and deceleration lanes (which support higher speeds), lack of protected walk phases at signals, and a lack of street trees to buffer pedestrians from cars and provide summer shade. Auto-oriented land uses also do pedestrians a significant disserve and force them to walk unprotected across parking lot to access businesses. The greatest offenders to the pedestrian environment are the gas stations around the Ponce de Leon Avenue and Boulevard/Monroe Drive intersection, which exhibit excessive curb cuts and not have buffers between pedestrians and their parking.

Figure 1.7: Existing Signalized Pedestrian Crossings

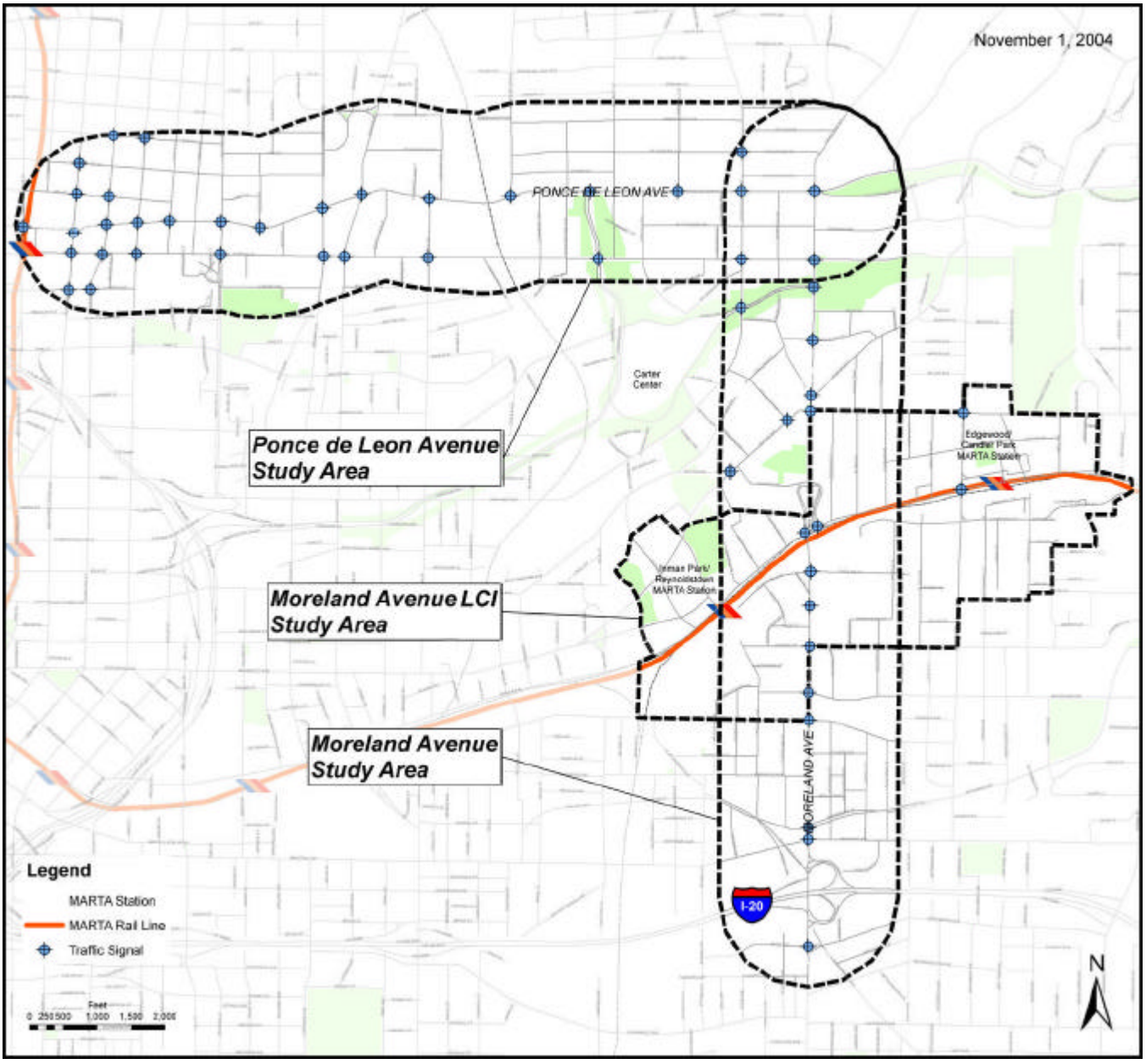


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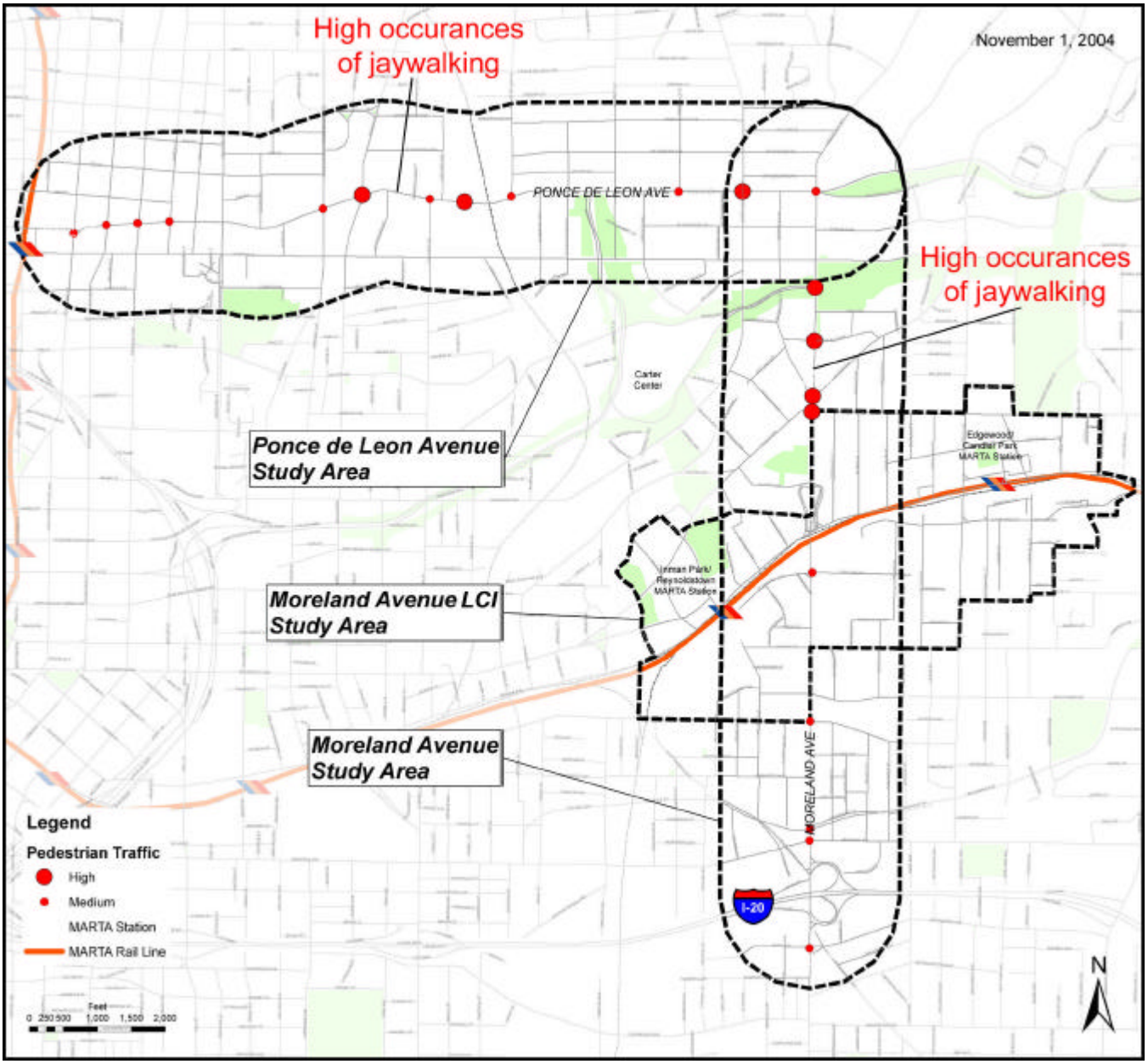
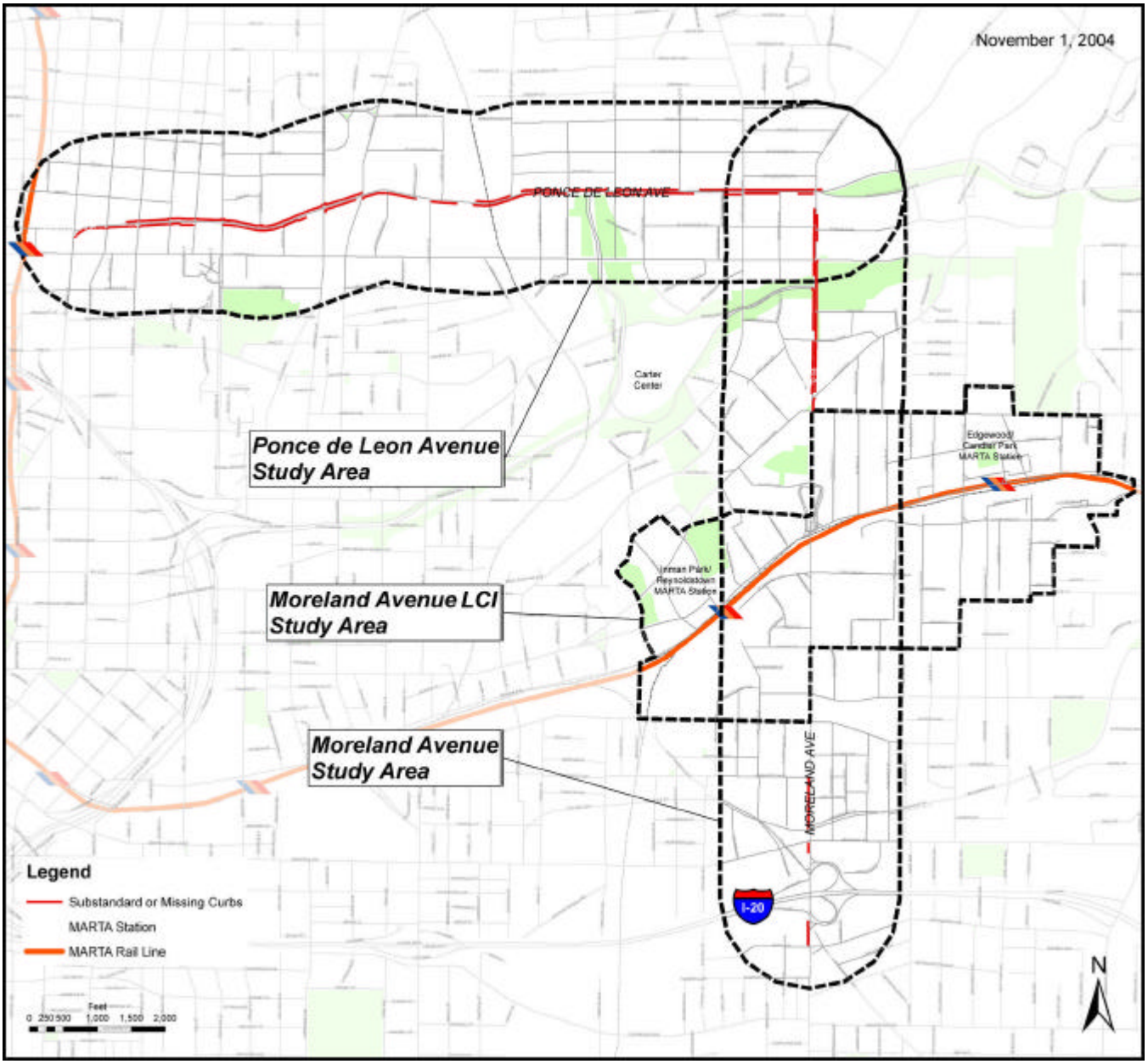
Figure 1.8: Existing Pedestrian Crossing Volumes



Based on field observations on September of 2004 and data gathered from regular users of the areas.

Figure 1.9: Substandard* or Missing Curbs on Moreland and Ponce de Leon Avenues



**Curbs that are less than 6 inches in height.*

This arterial in Portland, OR, has well-marked crosswalks

The historic sidewalk treatment along Ponce de Leon Avenue, which include a 7 foot wide planting zone and 7.5 foot wide clear zone, can be seen in front of the Druid Hills Baptist Church

Strengths

- The historic sidewalk section of much of the avenue includes a 7 foot street furniture and tree planting zone and a 7.5 foot clear zone.
- Recent new developments have provided quality sidewalks.
- The proximity of neighborhoods and commercial uses makes walking a viable transportation choice, if proper facilities are provided.
- Existing zoning (SPIs 2, 16 and 17) on the western end, require wide sidewalks with redevelopment.

Weaknesses

- Excessive and wide driveway curb cuts.
- Atrocious sidewalk conditions in the block surrounding the Peters Mansion.
- Auto-oriented land uses, including frontal parking and buildings set back from the street.
- Lack of walkways from buildings to the sidewalk in existing auto-oriented sites.
- Lack of protected pedestrian signal phases.
- Lack of a pedestrian crossing signal at Bonaventure Avenue, an area of medium volume pedestrian crossings.
- The overgrown and damaged sidewalk under the Belt Line.
- The lack of adequate curbs along much of the corridor, which place pedestrians on the same grade as speeding cars. 16,530 linear feet of curbing needs replacement.
- Deceleration lanes, which compromise pedestrian safety and are located in front of The Plaza, McDonald's/Zesto's, Eckerd/Felini's, and The Plaza.
- Speeding traffic, which causes drivers to focus in front of them, rather than to the side of the street, where pedestrians are.
- Illegal jaywalking between Boulevard/Monroe Drive is unsafe for pedestrians and drivers.
- Instances of prostitution and drug dealing present public safety concerns.
- Eastbound drivers making illegal left hand turns into Midtown Place shopping center fail to see pedestrians.
- The lack of connectivity between Midtown Place shopping center and Midtown Promenade, as well as the adjacent neighborhood, makes walking distances prohibitive.
- Curb ramps and wheelchair accessibility are lacking at many intersections.
- The sidewalk in front of Eats is extremely unsafe to pedestrians.

Little Five Points sees heavy pedestrian traffic but is marked by unkempt sidewalks in many areas

Opportunities

- Bulbouts could be created on side streets to lessen crossing distances.
- Bulbouts could be created next to existing on-street parking on Ponce de Leon Avenue to reduce crossing distance.
- Crosswalks could be better marked.
- Streetscape improvements could improve pedestrian facilities.
- Enforcement of speeding laws could slow traffic.
- Zoning could be used to require wider sidewalks along the length of the corridor as redevelopment occurs.
- Future traffic growth could result in lower travel speeds, which would benefit pedestrians and make walking more viable than driving for short distance trips.
- Increased City enforcement of requirements for property owners to maintain adjacent sidewalks in good repair.

Threats

- The continuation of auto-oriented development patterns could further degrade the pedestrian environment.

Moreland Avenue Study Area

The pedestrian experience along Moreland Avenue varies by location, but several common challenges along the entire corridor include: automobile speeds; poor sidewalks; auto-oriented land uses; driveway curb cuts; and a lack of street trees.

Pedestrian conditions are best in the avenue's north end, north of Freedom Parkway, where adjacent buildings respect the street, trees from adjacent homes shade pedestrians, and traffic speeds tend to be slower, due to lane width and congestion associated with the Ponce de Leon Avenue/Moreland Avenue intersection. Ironically, within this area sidewalk conditions are most degraded.

The avenue's central sector, between Hardee Street and Freedom Parkway represents a transformation of the pedestrian experience from mediocre to poor. Within Little Five Points, traffic is somewhat confined and slow moving, which benefits pedestrians. Sidewalks, however, are in mediocre condition at best, with degraded segments on Moreland Avenue's east side, just south of Mansfield Avenue. Also in Little Five Points, sidewalks are narrow, but street trees are provided. South of Euclid Avenue, the avenue widens, speeds increase, and street trees disappear. Furthermore, the DeKalb/Moreland Avenues jug-handle represents a major break in the pedestrian environment. At the jug-handle the pedestrian condition deteriorates slightly and the sidewalk width is

During rain events the broken sidewalk at Mansfield Avenue and Moreland Avenue becomes flooded

approximately five feet. The walls of the underpass make the sidewalks seem even narrower than they are.

The Avenue's southern end, south of Hardee Street to I-20, represents its most pedestrian hostile sector. Vehicular speeds are fastest, street trees non-existent, and safe, signalized pedestrians crossings are limited. In addition, existing sidewalks are overgrown with weeds, and fronted by black retaining walls that give the feel of walking in an exhaust filled canyon, rather than an urban street. Of course, this pales in comparison to the are just north of I-20, which represents the most pedestrian-hostile portion of the three Study Areas.

Strengths

- Recent new developments have provided quality sidewalks.
- The proximity between adjacent neighborhoods and commercial uses make walking a viable transportation choice, if proper facilities are provided.
- Neighborhood Commercial (NC) zoning in Little Five Points requires wide sidewalks with redevelopment.
- Street oriented buildings encourage walking in many areas.
- Little Five Points is one of the region's most pedestrian-oriented commercial areas.

Weaknesses

- Excessive and wide driveway curb cuts just north of I-20.
- Auto-oriented land uses, including frontal parking and buildings set back from the street.
- Lack of walkways from buildings to the sidewalk in existing auto-oriented sites.
- Lack of protected pedestrian signal phases.
- Lack of a pedestrian crossing signals on Moreland Avenue between DeKalb and Euclid Avenues.
- Sidewalks are overgrown with weeds south of Wylie Street.
- The lack of adequate curbs north of Euclid Avenue, which place pedestrians on the same grade as speeding cars. 6,300 linear feet of curbing needs replacement.
- Speeding traffic, which causes drivers to focus in front of them, rather than to the side of the street, where pedestrians are.
- The block between Euclid Mansfield Avenues is too long for pedestrians to walk and forces them to j-walk.
- The jug-handle and tunnel represent a break in the pedestrian fabric between Little Five Points and the Edgewood Retail District.


This sidewalk is narrow and unkempt

- The Freedom Park and Moreland Avenue crossing represents a challenge to pedestrians.
- Cars leaving I-20 on the exit ramps often fail to stop for pedestrian before turning right.
- Drivers in right-hand turns lanes often fail to stop for pedestrians at Freedom Parkway and at Euclid Avenue.
- Sidewalks along the north side of Euclid Avenue west of Colquitt Avenue are in extreme states of disrepair.
- Curb ramps and wheelchair accessibility are lacking at many intersections.
- Sidewalks on both sides of the avenue north of Little Five Points are extremely degraded.

Opportunities

- Crosswalks could be better marked.
- Streetscape improvements could improve pedestrian facilities.
- Enforcement of speeding laws could slow traffic.
- Zoning could be used to require wider sidewalks along the length of the corridor as redevelopment occurs.
- Future traffic growth could result in lower travel speeds, which would benefit pedestrians and make walking more viable than driving for short distance trips.
- Increased City enforcement of requirements for property owners to maintain adjacent sidewalks in good repair.

Threats

- The continuation of auto-oriented development patterns could further degrade the pedestrian environment.
- Planned deceleration lanes in front of the Edgewood Retail District could make it easier to drive higher speeds, which could compromise pedestrian safety.

Moreland LCI Study Area

The pedestrian experience is mixed in the Moreland LCI area, but generally much safer for pedestrians than along Ponce de Leon or Moreland Avenues. On local and collector street, speeds are lower, street trees frequent, and drivers more respectful of pedestrians, due in large part to the array of environmental cues that subliminally tell them to drive with greater caution.

Sidewalk conditions, however, are worse than on arterials. Because sidewalk repair is the responsibility of the homeowner, the conditions vary from home to home in many neighborhoods. Some are unkempt and others missing or broken. While this may not be an urgent problem on local streets, where pedestrian traffic

This crosswalk at Moreland and Euclid Avenues is poorly marked

is low, it is unacceptable on collector streets such as McLendon Avenue, Oakdale Road Whitefoord Avenue, Wylie Street, Edgewood Avenue and DeKalb Avenue.

Wheelchair accessibility is also a greater challenge on local streets. The need for accessibility is particularly pressing around the MARTA stations. The most blatant disregard for the pedestrian in this respect occurs on the south side of the Inman Park/Reynoldstown rail station, where there is no accessible route from the station to Walthall Street. This forces pedestrians with disabilities (and bicyclists) wishing to use the street to go up to three-quarters of a mile out of their way.

Strengths

- The Edgewood Retail District will include high quality sidewalks and connections into the neighborhoods.
- The proximity of neighborhoods and commercial uses make walking a viable transportation choice, if proper facilities are provided.
- Street oriented buildings encourage walking in many areas.
- Within the neighborhoods, buildings orient towards the street and monitor it; this improves public safety.

Weaknesses

- Broken or missing sidewalks along important collector streets, including McLendon Avenue, Oakdale Road Whitefoord Avenue, Wylie Street, Edgewood Avenue and DeKalb Avenue.
- Lack of an accessible connection between the Inman Park/Reynoldstown rail station and Walthall Street.

Opportunities

- Crosswalks could be better marked.
- Streetscape improvements could improve pedestrian facilities.
- Zoning could be used to require wider sidewalks along the length of the corridor as redevelopment occurs around MARTA stations.
- Directional signage could direct pedestrians arriving by MARTA to nearby attractions.
- Increased City enforcement of requirements for property owners to maintain adjacent sidewalks in good repair.

Threats

- Failure to implement traffic calming efforts on neighborhood streets could make them less safe for pedestrians.

Existing CDP Pedestrian Facilities

2004 CDP TRANSPORTATION CURRENT PROGRAMS AND PROJECTS – PEDESTRIAN FACILITIES

Project List 9-14: 2004 CDP Transportation Current Programs and Projects – Pedestrian Facilities

Transportation Pedestrian Facilities	Description	Initiation Year 1	5	15	Completion Year	COST x 1,000	Funding Source	Responsible Party	CIP #	NPU	CD
6	Argonne Avenue from Tenth St to Ponce de Leon Avenue			15	2019	219	General Fund, CDBG, D.I.F., GDOT, Private, MARTA, Federal	DPW.	n. i.	E	6
22	Boulevard Drive from Moreland Avenue to Candler Road		5		2009	660	General Fund, CDBG, D.I.F., GDOT, Private, MARTA, Federal	DPW	n. i.	O	5
27	Candler Park from McLendon to dead end	1			2004	58	HOST	DPW.	n.i.	N	6
54	Flat Shoals Avenue from Memorial Drive to Wylie St			15	2019	183	General Fund, CDBG D.I.F., GDOT, Private, MARTA, Federal	DPW.	n. i.	W	2
55	Flat Shoals from Van Epps Avenue to I-20	1			2004	219	DeKalb County HOST	DPW.	n. i.	O	5
100	McLendon Ave from Clifton Rd to Connecticut Avenue			15	2019	110	General Fund, CDBG, D.I.F., GDOT, Private, MARTA, Federal	DPW	n. i.	N	5
101	McLendon Avenue from Clifton Rd to Moreland Avenue			15	2019	329	DeKalb County sales tax	DPW	n. i.	N	5
104	Memorial Drive (SR 154) from Moreland Avenue to Candler Road	1			2004	1168	General Fund, CDBG, D.I.F., Federal	DPW	n. i.	N	2, 4
112	Myrtle St from Tenth St to Ponce de Leon Avenue			15	2019	256	General Fund, CDBG, D.I.F., Federal	DPW	n. i.	E	6
114	N Highland Avenue from Ponce de Leon Avenue to University Dr.	1			2004	365	General Fund, D.I.F.,	DPW	n. i.	F	6
115	North Avenue, NE from Candler Park to Moreland Avenue	1			2004	201	DeKalb Host	DPW	n.i.	N	6
117	NPU F Sidewalk – Repair East of Moreland Avenue	1	5		2009	256	DeKalb County Sales Tax	DPW	n.i.	F	6
118	NPU O Sidewalk Repair East of Moreland Avenue	1	5		2009	544	DeKalb County Sales Tax	DPW	n.i.	O	5
127	Pearl St. fr Memorial Dr. to Kirkwood Dr.			15	2019	60	Gen. Fund, D. I. F., Federal	DPW	n.i.	N	5
141	Sidewalks around Schools – sidewalk projects near City Schools	1			2004	TBD	General Fund, Dev. Impact Fees, Federal	DPW	n.i.	all	all

2004 CDP TRANSPORTATION NEW, COMPLETED AND DELETED PROGRAMS AND PROJECTS – PEDESTRIAN FACILITIES

Project List 9-15: 2004 CDP Transportation New Programs and Projects – Pedestrian Facilities

Transportation Pedestrian Facilities	Description	Initiation Year 1	5	15	Completion Year	COST x 1,000	Funding Source	Responsible Party	CIP #	NPU	CD
4	Candler Park Dr. fr Mclendon Ave. to North Ave.		5		2009	120	General Fund, CDBG, D.I.F., Bond	DPW	n.i.	N	6
5	Memorial Drive fr Pearl St. to Oakland Ave.		5		2009	180	General Fund, CDBG, D.I.F., Bond	DPW	n.i.	W	5
33	Euclid Ave fr Goldsboro to North Ave.		5		2009	90	General Fund, CDBG, D.I.F., Bond			N	6
41	DeKalb Ave. fr MLK MARTA to Moreland Ave.		5		2009	600	Gen. Fund, D. I. F., Federal, Bond	DPW	n.i.	M,N	2
49	Memorial Drive fr Pearl St. to Oakland Ave.		5		2009	120	Gen. Fund, D. I. F., Federal, Bond	DPW	n.i.	W	5

2004 CDP TRANSPORTATION CURRENT PROGRAMS AND PROJECTS – GREENWAY TRAILS

Project List 9-17: 2004 CDP Transportaion Current Programs and Projects – Greenway Trails and Corridors

Transportation	Description	Initiation Year 1	5	15	Completion Year	COST x 1,000	Funding Source	Responsible Party	CIP #	NPU	CD
3	Atlanta-Stone Mountain Trail from Freedom Park Trail to Stone Mountain Park in DeKalb County		5		2009	1460	Private, Impact Fees, Gen. Fund, Federal	D.P.W., DPDNC, Dept of Parks	n.i.	E, M, N	
9	Eastside Trolley Trail - Downtown Loop and Piedmont Trial to Agnes Scott College in DeKalb		5		2009	534	Private, Impact Fees, Gen. Fund, Federal	D.P.W., DPDNC, Dept of Parks	n.i.	N, O, M	
11	Freedom Trail, Phase II – Inman Park MARTA to Virginia Highland		5		2009	2004	Private, Impact Fees, Gen. Fund, Federal	D.P.W., DPDNC, Dept of Parks	n.i.	N	
22	Olmstead Parks Trail Enhancements	1	5		9		Private, Impact Fees, Gen. Fund, Federal	D.P.W., DPDNC, Dept of Parks	n.i.	N	
38	Freedom Park Trail Enhancements		5		2019	35	Private, Impact Fees, Gen. Fund, Federal	D.P.W., DPDNC, Dept of Parks	n.i.	M. N	

Bicycling is a form of both recreation and transportation

Bicycle Facilities

Bicycles are an increasingly important means of transportation, particularly for low-to-middle income families. Any well-balanced transportation system must include bicycle facilities to ensure a range of mobility options. Bicycle facilities can take two major forms.

Off-street facilities are generally 12 feet wide paved areas that permit bicycle travel in two directions. Lanes may or may not be striped. Usually, these facilities are built in conjunction with greenways.

Bicycle lanes are striped one-way on-street facilities. They are usually located next to the curb and designed so those bicyclists move in the same direction as traffic. In Georgia, bicycle lanes are required to have a minimum width of five feet if they are to be designated as such. It is possible, however, to stripe narrower widths, provided they are not labeled such. Bike lanes are necessary on most streets with an average vehicular speed greater than 25 miles per hour. On streets with slower speeds, bicyclist can ride safely with traffic.

A bike lane in Toronto provides safety for cyclists

Ponce de Leon Avenue Study Area

Within the Ponce de Leon Avenue Study Area there are no bike lanes and only one off-street facility within Freedom Park, most local streets have slow enough traffic to safely accommodate bikes within the vehicular lanes. Ponce de Leon Avenue and North Avenue (west of Freedom Parkway) do not fall into the bikeable category, as speeds and, sometimes, volumes exceed what is comfortable for bicyclists. However, both avenues are straight, which make them ideal for commuter bicyclists.

Strengths

- Slow speed local streets.
- Existing off-street facilities.

Weaknesses

- Lack of bicycle lanes, due to limited right-of way.
- Dangerous bicycling environment.
- Few bicycle racks in commercial areas.
- Connectivity across the Belt Line is limited to North and Ponce de Leon Avenues.
- Curb cuts create less safe conditions for bicyclists.

The Freedom Park trail connects the Study Areas to Downtown and Decatur

There are few bicycle racks in the Study Areas other than at The Plaza, in Little Five Points, in East Atlanta Village, Publix stores, and at the Midtown Place shopping center

Lanes as narrow at 10 feet make it impossible to strip bike lanes without removing lanes or widening the street

Opportunities

- Bicycle lanes on arterials and collectors. The City of Atlanta Commuter On-Street Bike Plan identifies North Avenue as a bike route; its width may accommodate bike lanes.

Threats

- High traffic volume, which make right of way precious.
- Difficulty balancing pedestrian and vehicular needs and space.

Moreland Avenue/Moreland LCI Study Areas

Within the Moreland Avenue and Moreland LCI Study Areas bike lanes are limited to Edgewood Avenue. Off-street facilities, however, are more frequent and include portions of the Atlanta-Stone Mountain Trail within Freedom Park. A portion of the Nine Mile Trolley Trail, which runs from Downtown Atlanta to Decatur, also traverses the corridor. In addition, most local streets have slow enough traffic to safely accommodate bikes within the vehicular lanes. Moreland Avenue (south of Euclid Avenue) is not, however, bikeable, as speeds and, sometimes, volumes exceed what would be comfortable for bicyclists. However, both avenues are straight, which make them ideal for commuter bicyclists.

Strengths

- Slow speed local streets.
- Existing on and off-street facilities.

Weaknesses

- Lack of bicycle lanes, due to limited right-of way.
- Dangerous bicycling environment.
- Few bicycle racks in commercial areas.
- Connectivity across the rail line/DeKalb Avenue is limited to the Moreland Avenue bridge, Oakdale Road, or use of a MARTA overpass (which forces bicyclists to dismount).

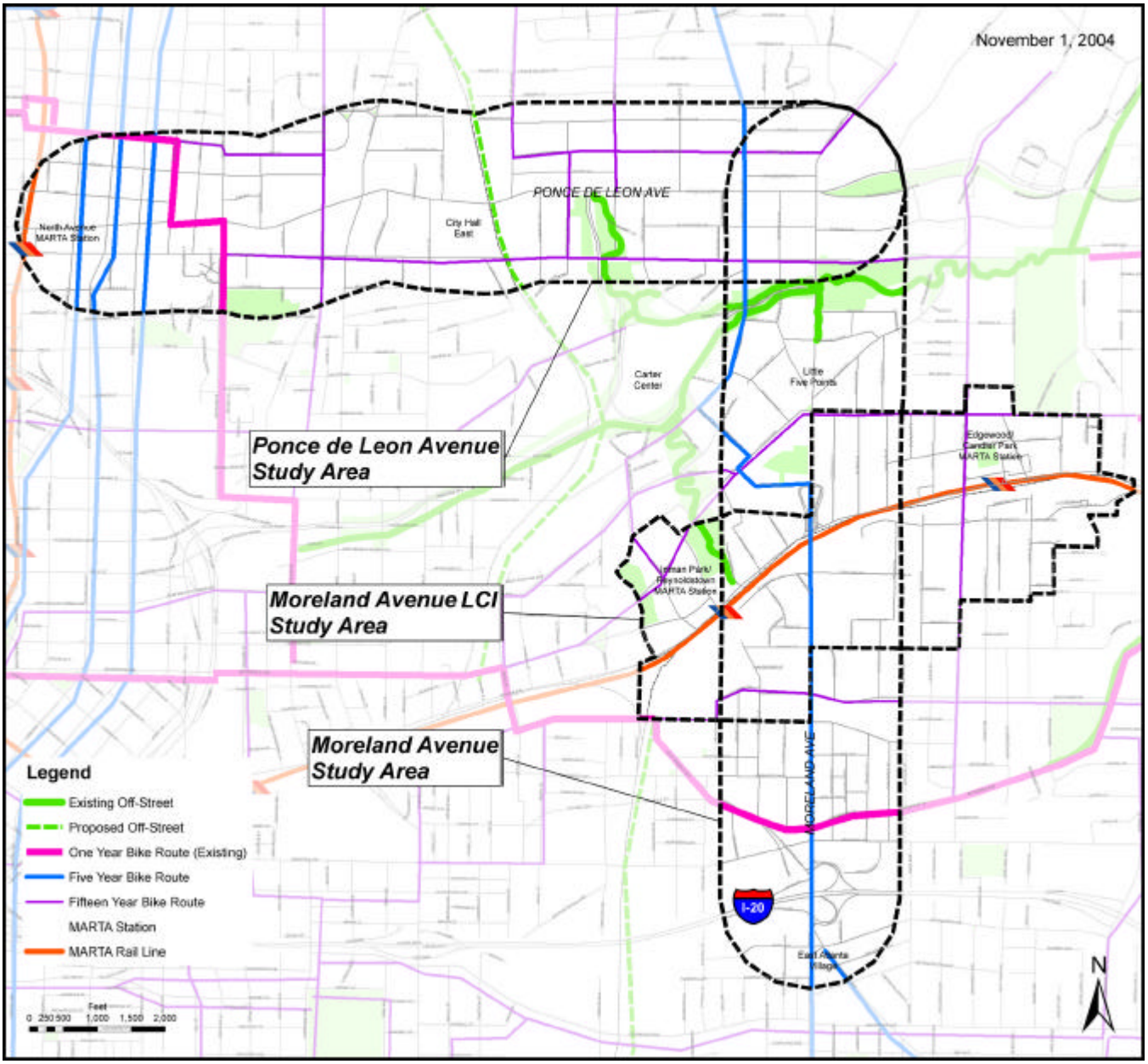
Opportunities

- Adding bicycle lanes on arterials and collectors. The City of Atlanta Commuter On-Street Bike Plan identifies Moreland Avenue south of Seaboard Avenue as a bike route.
- Arkwright Avenue (west of Moreland) could be converted into an off-street facility by using the old trolley right-of-way.

Threats

- High traffic volume, which make right of way precious.
- Difficulty balancing pedestrian and vehicular needs and space.

Figure 1.10: Existing and Planned Bicycle Facilities*



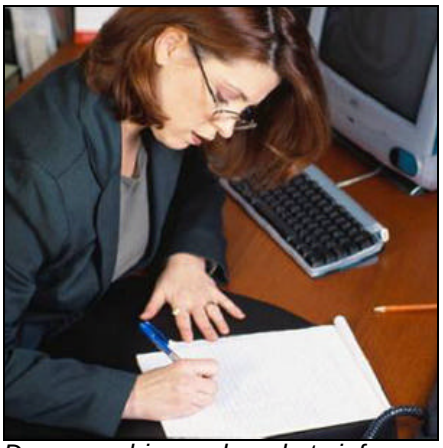
**Taken from City of Atlanta Commuter On-Street Bike Plan.*

Existing CDP Bicycle Facilities

2004 CDP TRANSPORTATION CURRENT PROGRAMS AND PROJECTS – BICYCLE FACILITIES

Project List 9-12: 2004 CDP Transportation Current Programs and Projects – Bicycle Facilities

Transportation Bicycle Facilities	Description	Initiation Year 1	5	15	Completion Year	COST x 1,000	Funding Source	Responsible Party	CIP #	NPU	CD
1	Ansley Park from Piedmont Park to Lenox Road			15	2019	0	Gen. Fund/ Federal	DPW	n. i.	E	6,7
3	Berne Street from Grant Park to City Limits	1			2004	8	Gen. Fund/ Federal	DPW	n. i.	W	1, 5
4	Bike Racks Citywide	1			2004	113	Gen. Fund/ Federal	DPW	n. i.	all	all
8	Boulevard Drive from City Limits to Grant Park			15	2019	0	Gen. Fund/ Federal	DPW	n. i.	O,W	1,5
25	Edgewood Avenue/ McLendon Avenue form Five Points MARTA station to City Limits			15	2019	0	Gen. Fund/ Federal	DPW	n. i.	M,N, O	2,5, 6
35	Irwin Street from Five Points to Euclid Avenue			15	2019	0	Gen. Fund/ Federal	DPW	n. i.	M,N	2
57	North Avenue from Bedford Place to Candler Park			15	2019	0	Gen. Fund/ Federal	DPW	n. i.	E,F	2,6
59	North Highland from Virginia Ave to McDonough Blvd	1			2004	17	Gen. Fund/ Federal	DPW	n. i.	N,O, W	1,2, 5,6
62	Oakdale Road/ Whitefoord Avenue from City Limits to Eastside Trolley Trail			15	2019	0	Gen. Fund/ Federal	DPW	n. i.	N,O	5,6
76	S. Ponce de Leon fr Freedom Park Trail to City Limits		5		2009	4	Gen. Fund/ Federal	DPW	n. i.	N	6

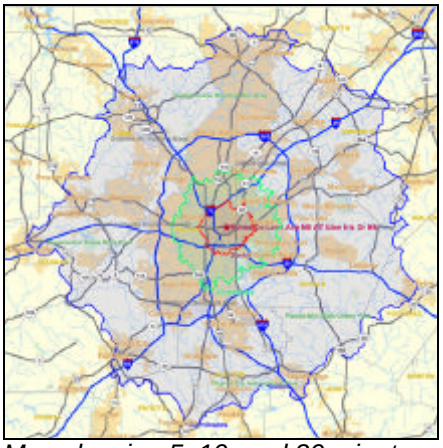


Demographics and markets inform sound planning decisions

1.3 DEMOGRAPHICS & MARKETS

Demographics and markets are two of the bases of sound planning. These forces often extend beyond the immediate Study Area and must be carefully understood due to their impacts on land use and development decisions.

A disconnect often exists between what is market viable and what a community desires. In some cases, a community may yearn for more upscale housing or retail than for which market support exists. Given these conditions, a plan must include incentives to support new development, or it must utilize other techniques to increase market demand, such as expanding the potential draw or trade area via creating a unique destination. In other cases, market demand may be very strong, with the total demand for new development far surpassing what the community desires. In this situation, the plan must temper market realities with the will of the community to determine their own future.



Map showing 5, 10, and 30 minute drives; the 5 minute drive (at center) represents the primary market area

Ponce de Leon Avenue

The market characteristics of Ponce de Leon Avenue are provided in this section. The primary market area is defined by a 5-minute drive from City Hall East. This area is defined as the geographic area from which the large majority of potential customers or residents of new housing constructed in the Study Area originate.

Population & Housing

According to ESRI Business Information Solutions (ESRI BIS), a market resource provider, the 2004 population estimates for the primary market area is 123,502. The average annual population growth rate from 2000 to 2004 was strong for an urban area, at 1.48%. ESRI BIS-forecast annual growth rates through 2009 are slightly lower at 1.46%. However, the most significant projected

Ponce de Leon Avenue Study Area Population Estimates 2004-2009

	2000	2004 (estimate)	% APR*	2009 (forecast)	% APR*
Study Area					
Population	10,648	11,667	2.31%	12,544	1.46%**
Housing Units	5,546	6,179	2.74%	6,967	2.43%**
Avg. Household Size	1.90	1.88		1.87	
Primary Market Area					
Population	116,470	123,502	1.48%	132,782	1.46%
Households	52,247	56,579	2.01%	61,841	1.79%
Avg. Household Size	1.90	1.88		1.87	

**APR = Average Annual Percentage Rate*
***Assumes continuation of APR 36.3% higher than Primary Market Area*

This new single-family home at North Highland and Ponce de Leon Avenues is part of a recent infusion of housing

change in the primary market area is not population growth, but income growth. In 2000 the average household income was $62,454. Today is has risen to $84,466. It is expected to jump to $132,785 by 2009.

Please see the Appendix for further income information.

The Study Area itself has experienced considerable growth over the past four years. According to Fulton County tax data, there were 6,006 housing units in the Study Area in 2003. In the past year, an estimated 173 additional units have been built in projects such as The Carlton (69 units), Greenwood Lofts (33 units), Providence on Ponce (22 units), Highland Green (19 units), and the Highland School Lofts (30 units). This brings the total today to 6,179 units. This represents a 2.74% annual increase in housing units, which is 36.3% higher than the primary market Area. The higher rate of growth along Ponce de Leon Avenue can be attributed to the conversion of marginal properties into residential uses, and the City's commitment to protecting neighborhoods from multifamily intrusion.

Housing, Office, and Commercial Demands

Due the strength of intown Atlanta markets, overlap with the Moreland LCI Study Area market area, and the inclusion of a portions of the Study Area in the August 2004 *Midtown Atlanta Retail Report,* the September 2003 *Office and Retail Market Analysis for the JSA-McGill Study Area,* and the December 2003 *Market Position Analysis for the JSA-McGill LCI Study Area*, a complete market analysis was not undertaken for Ponce de Leon Avenue. However, a review of the four referenced reports suggests that there is far more demand for housing and commercial space along the corridor than for which space even exists, given community supported densities.

To provide a conservative estimate of future market demands, ESRI BIS population forecasts were used to determine future demands. Given existing land use patterns, an assumption was made that Ponce de Leon Avenue could capture a large portion of commercial (50% of primary market area), office (10% of primary market area), and housing growth (100% of Study Area growth).

Ponce de Leon Avenue Study Area Demand Forecasts 2004-2029

	2004-2009	2010-2014	2015-2019	2020-2024	2025-2029
For-Sale Housing	394 units	472 units	501 units	565 units	637 units
Rental Housing	394 units	471 units	501 units	565 units	637 units
Commercial*	26,836 sf	29,332 sf	32,060 sf	35,042 sf	38,301 sf
Office	4,640 sf	4,989 sf	5,364 sf	5,767 sf	6,200 sf

*Does not account for 530,230 square feet of currently unmet demand

Ponce de Leon Avenue has attracted residents in search of hip, urban living and fashionable housing

Housing demand is strong and assumed to be multifamily, with an even split between owner-occupied and rental, as opportunities for single-family homes are limited.

Retail demands are extremely strong in the Study Area. The Midtown Atlanta Retail Report notes that Midtown, which compromises 50% percent of the Study Area, is one of the most under-retailed urban markets in the nation, "with only 1.7 square feet of square feet per resident, versus the national average of 20 square feet per resident."[1] For the primary market area, this represents a deficit of 1,060,463 square feet of commercial space.

Employment

The Study Area reflects a center for commercial and office employment. Assuming one employee for 823 square feet of commercial floor area,[2] the estimated 1,268,937 existing square feet of commercial space in the Study Area represents 1,542 jobs. Because of limited opportunities for new commercial and office space in the remainder of the primary market area, office space is estimated to add an additional 2,470 jobs, for an estimated total of 4,012 jobs.

Future employment projections based on forecast population growth estimate an additional 186 office jobs and 33 commercial ones between 2005 and 2009. However these figures are conservative and based on facilities serving the primary market area. Recent big box development has shown that large retail

Ponce de Leon Avenue Study Area Employment Forecasts 2004-2029

	2004	2009	2014	2019	2024	2029
Employment						
Commercial*	1,542	1,574	1,610	1,649	1,692	1,738
Office	2,470	2,656	2,855	3,070	3,300	3,548
Total	**4,012**	**4,263**	**4,533**	**4,826**	**5,141**	**5,482**

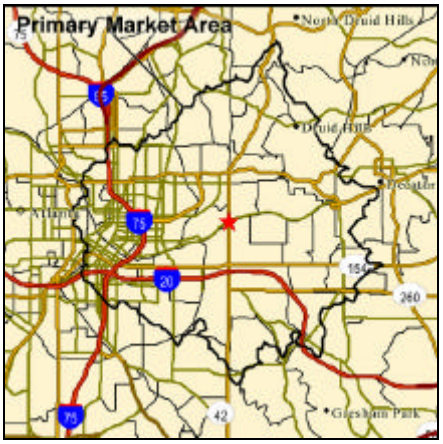
*Does not account for new jobs that could be created from unmet existing commercial demand, which would amount to 644 additional jobs.

[1] Jones, Lane LaSalle. Midtown Atlanta Retail Report. September 2001. Revised August. Page 6.

[2] United States. Department of Energy. Energy Information Administration. *1999 Commercial Buildings Energy Consumption Survey - Commercial Buildings Characteristics: Square Foot per Employee by Building Type*. Washington. May 21, 2002. Available from www.eia.doe.gov/emeu/cbecs/pba99/compareemployees.html. Internet. Accessed November 28, 2004.

The planned redevelopment of City Hall East includes 250,000 sf of retail, 100,000 sf of office, and 1,300 housing units

When it was built three years ago at Ponce de Leon Avenue and Juniper Street, the Alexan Terrace replaced parking lots with mid-rise housing



Map showing primary market area

centers or unique retailers can extend the market area several miles. Similarly, the relocation of a major employer to the Study Area, such as within the City Hall East (Ponce Park) redevelopment, could easily exceed estimated demand and result in higher employment figures. In addition, new retail space created to capture unmet existing demand could significantly increase these figures.

Strengths

- Strong intown population growth.
- Strong housing market.
- Strong retail market.

Weaknesses

- Weak office market.

Opportunities

- Un-met existing retail/commercial demand could support new development.
- The redevelopment of City Hall East could increase market awareness of the corridor.

Threats

- Increasing housing costs threaten area diversity.
- New development nearby could capture "credit tenants" and therefore challenge new retail development.
- Strong retail/commercial demand could displace "edgy" businesses that provide character to the corridor.

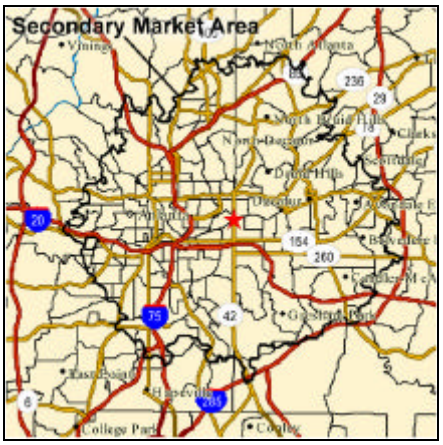
Moreland LCI Study Area

Note: This section provides a summary of the Moreland LCI Study Area. However, because the LCI Study Area is a component of the Moreland Avenue Study Area, the larger Study Area is represented within the primary market area identified herein. The strong demands identified for the primary market area can therefore be conservatively ascribed to the greater area.

The primary market area is defined by a 5-minute drive from the intersection of Moreland and DeKalb Avenues. This area is defined as the geographic area from which the large majority of potential customers or residents of new housing constructed in the Study Area originate.

Population & Housing

Population is growth is strong in the Study Areas. The Moreland LCI Study Area has grown approximately 5% since 1990; this does



Map showing secondary market area

not demonstrate a significant share of phenomenal growth that some of the Atlanta Region saw during this time. However, it does demonstrate strength in terms of stability and diversity, to not show losses during a time when other urban areas in the region did.

Residential Market Analysis

In order to determine the level of demand for residential product that the Study Area can support, some assumptions had to be made. The addition of 62 households annually was used based on the forecasts from the ARC. Because there is such a high level of residential building activity in proximity to the Study Area, it was determined that using only new household growth produced from the Study Area itself was the best route for the residential market demand forecast.

It is important to clarify that in this market, there is more demand than there is actual capacity to develop to meet that demand. This area is primarily built out, it is relatively dense, and there is a solid concentration of wealth that is continuing an upward trend. Therefore, over the next five years, it is expected that there will be 155 additional owner households, as well as 155 renter households within the Study Area. The scale of these additions, in conjunction with the type, indicates that mid-scale projects of townhomes, condos or lofts are merited. In addition, mixed-use developments with commercial uses on the ground floor, and residential above would fit these forecasts.

Moreland LCI Study Area Population Demand Estimate 2004-2009

			Census-Based				ARC	
	1990	**2000**	**2004**	**2009**	**Change 1990-2004**	**Change 2004-2009**	**Change 2000-20005**	**Change 2005-2010**
Study Area	6,689	7,023	7,021	7,026	5.00%	0.10%	5.10%	2.40%
Primary Market Area	104,663	111,655	112,714	113,392	7.70%	0.60%	N/A	N/A
Secondary Market Area	402,414	438,674	436,430	433,682	8.50%	-0.60%	N/A	N/A
Atlanta MSA/Region	2,959,980	4,112,224	4,570,418	5,101,784	54.40%	11.60%	6.00%	7.70%

Moreland LCI Study Area Residential Demand

	Tenure Proportion		Annual Demand		Five-Year Demand		Ten-Year Demand	
	Owner HH	**Renter HH**	**Owner HH**	**Renter HH**	**Owner HH**	**Renter HH**	**Owner HH**	**Renter HH**
Single Family Detached	35%	10%	11	3	54	16	109	31
Single Family Attached	65%	45%	20	14	101	70	202	140
Apartments	--	45%	--	14	--	70	--	140
Total Units			31	31	155	155	310	310
			62		**310**		**620**	

The Edgewood Retail District represents the second largest retail facility under construction in the city, with the largest being the District at Atlantic Station

In summary, the residential market will demand infill housing be developed, some spread throughout the Study Area and some in clusters. Infill and new residential development can serve to reinforce the strength and character of existing neighborhoods.

Retail Market Analysis

The consistent and steady performance of Little Five Points, and the new, large-scale development of Edgewood Retail District, are both extremely positive signs for the Study Area in terms of retail potential.

A demand analysis was conducted in relation to two types of retail development: neighborhood serving and community serving. Neighborhood serving retail usually includes convenience goods and personal services for day-to-day needs of the immediate area. Community serving retail is slightly larger and provides a wider variety of shops, making merchandise available in a greater array of styles and prices, as well as providing convenience goods and personal services.

In order to determine the amount of retail space that the Study Area can support, some assumptions had to be made. Demand analysis used the Study Area for neighborhood serving retail population base; the Primary Market Area was used for the community serving retail population base, and then the proportion that the Study Area could realistically support was determined. The addition of new households computed earlier using the ARC's forecasts was also utilized. This growth was then used in calculating supportable retail space by reviewing potential retail sales for the areas and estimating target sales per square feet based on national trends.

Currently, a total of approximately 648,000 square feet of retail space is supportable in the Study Area. A breakdown of the components of this total is shown in the table, as well as projections for the five-year demand. Convenience Goods are primarily grocery store and drug store purchases. Shopper Goods are the balance of retail items, such as apparel, home furnishings, hobby-related goods, etc. Food and Beverage are primarily restaurants and liquor stores.

Moreland LCI Study Area Retail Components Demand

	Convenience		Shopping Goods		Food & Beverage	
	Existing	**Five-Year**	**Existing**	**Five-Year**	**Existing**	**Five-Year**
Neighborhood Serving	24,137	124,951	51,871	268,527	12,246	63,369
Community Serving	131,884	685,315	331,699	1,723,614	96,012	498,912
Total	**156,021**	**810,266**	**383,570**	**1,992,141**	**108,258**	**562,308**

Office Market Analysis

There are no speculative office buildings within the Study Area. In fact, the office space that does exist is almost all within mixed-use developments. There are a few office locations sprinkled throughout the Study Area, such as part of the commercial nodes at Hurt Street and Edgewood Avenue, as well as at McLendon Avenue and Oakdale Road.

Speculative office space is now under construction both within the Study Area and directly adjacent. The Edgewood Retail District will have office uses as part of its mixed-use development, which also includes retail and residential. Inman Park Village, a mixed-use development adjacent to the Study Area, includes an adaptive re-use of a 50-year old building, dubbed the Blue Horse, which will provide about 29,000 square feet of Class A office space.

In order to determine the amount of small-scale, local-serving office uses that the Study Area can support, some assumption had to be made. Demand analysis was actually conducted on the Primary Market Area and then the capture rate of the Study Area was determined. The addition of new households computed earlier using the ARC's forecasts were used here, with an assumption that office employment has a ratio of about 2% of total population, which is based on national averages. Further, office employment was then translated to square footage based on a ratio of 250 square feet to each employee, again based on national averages. Finally, a capture rate of the primary market area was determined to be 4.5%. The capture rate is low based on the fact that the Study Area is located between two office markets, one well established (Downtown) and one emerging (East Atlanta/Decatur).

Small-scale, local serving offices are supported: by those seeking locations close to home; those that require clients to visit them and find their customer base within a residential community; and those that seek convenient regional access. The Study Area is well positioned to support this type of office development.

Office Market Demand

Existing Demand	Five-Year Demand	Ten-Year Demand
22,744 SF	118,683 SF	253,094 SF

Industrial Market Analysis

There are two areas within the Study Area that have active industrial uses, along Seaboard Avenue in Reynoldstown and along LaFrance Street in Edgewood. There are still remnants throughout the Study Area indicating its previous history as an industrial area, particularly along DeKalb Avenue and LaFrance Street. Many of these buildings have either been rehabilitated and

turned into alternative uses, or torn down and new uses constructed in their place.

There does not seem to be a discernable demand for additional industrial space in the Study Area in the near or long-term, but the active industrial uses will likely remain. CSX has indicated publicly that they have not plans of vacating their multi-modal facility. However, the Edwards Baking Company site, next door to the southern parking lots for the Edgewood/Candler Park MARTA station, has some possibility for redevelopment, but it does not seem likely in the immediate future. However, that area of LaFrance Street has had much development activity for adaptive re-use for lofts in the last couple of years. The Edwards Baking Company is the only active industrial use in that portion of the corridor, and it is now surrounded by residential uses.

Strengths

- Strong intown population growth.
- Strong housing market.
- Strong retail market.
- Weak industrial market, which could otherwise result in new industries that are incompatible with existing homes.
- Moderate market for small, neighborhood-serving offices.
- MARTA Rail access, which is increasingly seen as a market asset.

Weaknesses

- Interstate-oriented businesses, such as fast food and gas stations, are profitable and likely to remain long-term.

Opportunities

- Increased retail services could promote even stronger housing markets.

Threats

- Forthcoming arrival of chain retailers could harm some local businesses and sense-of-place, even though they do provide many goods and services not being provided today.
- Increasing housing costs threaten area diversity.
- Lack of space to accommodate demand.
- Commercial strip development could weaken existing retail nodes.

Annapolis, MD, features a fine-grained mix of land uses

1.4 LAND USE

Existing Land Uses

Land uses and the relationship between them impact the quality of life in a community. Different land uses have varying impacts on transportation and utility systems. The physical arrangements of these land uses and their proximity also support or discourage the use of different modes of transportation, including bicycling and walking; this can directly impact the vehicular system by reducing or increasing automobile traffic.

Towns and cities were traditionally built as mixed-use environments featuring housing, shops, offices, religious institutions, schools, parks and factories all within a short walk of one another. As the benefits of mixed-use areas become know, it becomes increasingly important to understand the types of uses that can operate in close proximity. Many uses are very compatible, including retail, office, open space, civic, and residential uses. Other uses, such as industrial and transportation services, are more difficult to reconcile with other uses in a mixed-use setting.

Although not often thought of as a land use, parking represents a large portion of the Study Areas

Ponce de Leon Avenue Study Area

The Ponce de Leon Avenue Study Area's 760 acres contain a variety of uses organized into primarily single-use sectors. At 23.3% of the total Study Area, Multifamily uses (which include duplexes but not townhomes) constitute the majority of the Study Area and are generally located near the avenue, rather than directly fronting it. Concentrations of traditional multifamily housing are heaviest in Midtown, west of Charles Allen Drive, in Poncey-Highland along Highland Avenue, and in Virginia-Highland between Ponce de Leon Place and North Highland Avenue. This can be attributed to the fact these sectors were developed around trolleys along Ponce de Leon and Highland Avenues, and, accordingly, the greatest density was located closest to the trolley stops. Some clusters of traditional Multifamily uses still exist on Ponce de Leon Avenue, notably at Durant Place, in Druid Hills, and in the Virginia-Highland neighborhood. Newer Multifamily uses are found throughout, including along Ponce de Leon Avenue at Freedom Parkway (The Carlton).

An older street-oriented commercial building on Ponce de Leon Avenue

The second-largest residential land use, at 17.15% of the Study Area, is Single-Family. Single-Family uses are located in all of the neighborhoods surrounding the avenue. There are instances of Single-Family along Ponce de Leon Avenue itself, but they are rare. Housing located in Mixed-Use land uses follows Single-Family, at 0.84%. These are limited to the Ford Factory Lofts, Highlands on Ponce, and the developing Ponce Springs

Ponce de Leon Avenue includes three major supermarkets: Whole Foods, Publix and Kroger; a second Publix is located on North Avenue

condominiums at Glen Iris Drive and North Avenue. At 0.80% of land area, Townhomes are the least prevalent housing land use. This is consistent with Atlanta's traditional lack of townhomes.

The second-large land use is Utilities/Transportation. The streets and rail lines represent over 21% of the Study Area.

Commercial is concentrated along Ponce de Leon Avenue and represents just under 13% of the Study Area. Two forms mark the Study Area's commercial uses: traditional street-oriented buildings and low-density, automobile-oriented uses. Traditional Commercial land uses are nodal and located around former trolley stops Automobile-oriented uses are newer and include prototypical fast food restaurants, gas stations, and shopping centers. These uses, with their accompanying parking areas, are one of the defining characteristics of the corridor.

Other land uses are shown in the table below.

Ponce de Leon Avenue Land Use Summary

Land Use	Acres	% of Study Area
Single-Family	129.1	17.0%
Townhomes	6.0	0.8%
Multifamily	175.6	23.1%
Mixed-Use	6.3	0.8%
Commercial	97.8	12.9%
Office	28.6	3.8%
Institutional	71.1	9.4%
Parks/Open Space	32.1	4.2%
Industrial	8.9	1.2%
Transportation/Utilities	158.4	20.8%
Vacant/Parking	46.1	6.1%
Sum	**760.1**	**100.0%**

Strengths

- The existence of various land uses within the Study Area, which can minimize travel distances and support walking.
- The range of commercial land uses along the corridor, which provide close-at-hand goods and services.
- Historic neighborhoods.
- Recent mixed-use developments, which strengthen the area's mixed-use character.
- Historic residential and civic buildings, which prevent Ponce de Leon Avenue from being a commercial "strip."
- Historic nodal commercial patterns, which are still evident in many areas and interface well with adjacent neighborhoods.
- Freedom Park and the Olmsted Parks.

Ford Factory Lofts represents one of few mixed-use buildings along the avenue

Weaknesses

- Limited occurrences of vertically mixed-use land uses.
- Lack of housing in key area, which precludes the positive benefits of housing, including street monitoring, making a place feel "lived in," and encouraging pedestrian activity.
- Recent proliferation of auto-oriented commercial land uses, most notably Midtown Place shopping center.

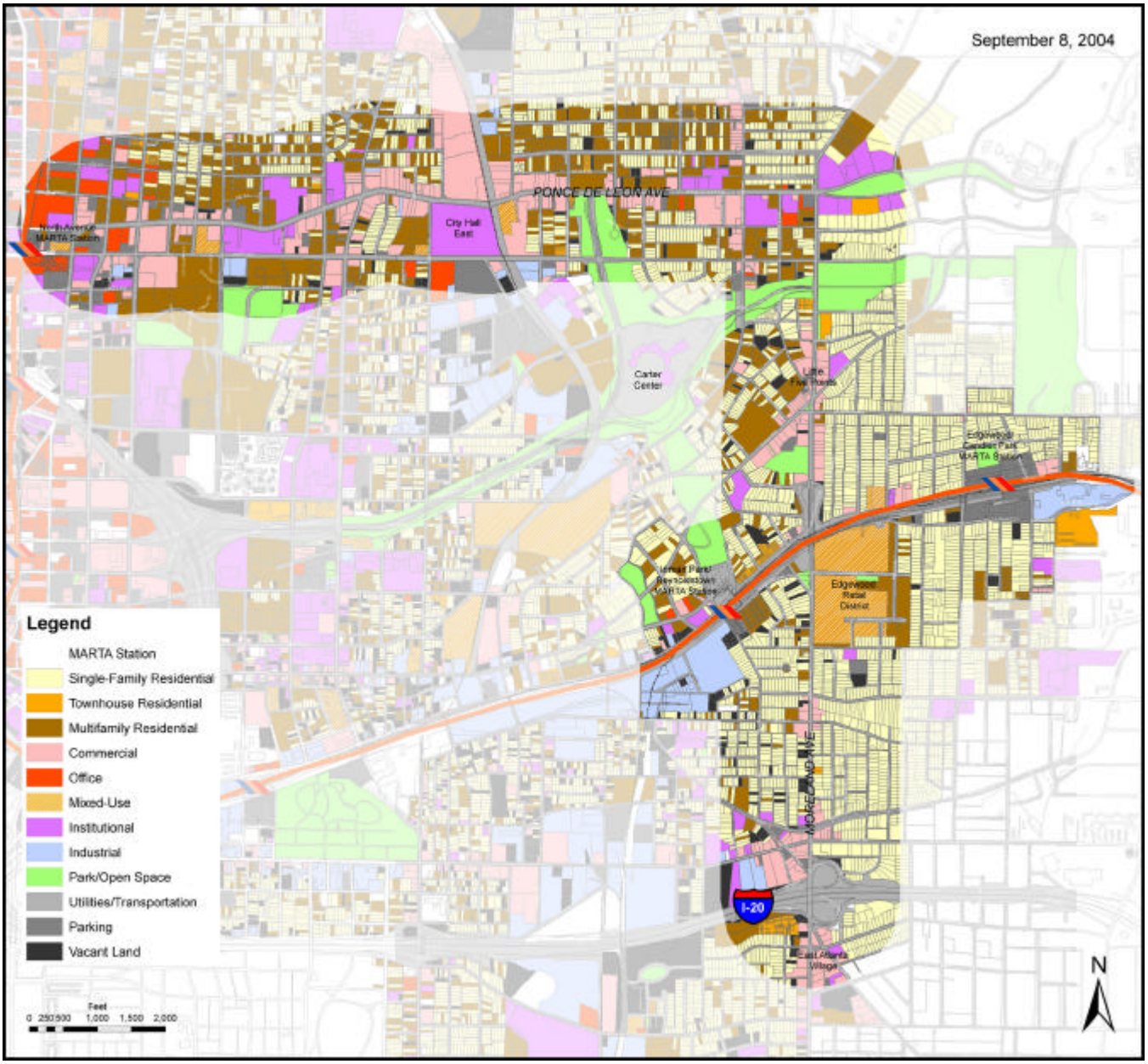
Opportunities

- New mixed-use development with residential over retail could create a greater sense of "ownership."
- Redevelopment of under-utilized, auto-oriented land uses could absorb housing demand and reduce pressure to increase density in the core of neighborhoods.
- The Peters Mansion, which could be converted into a public open space.
- City Hall East, which represents a significant opportunity to mix housing, retail, office and public uses.
- The potential Belt Line transit greenway, which could foster transit-oriented development around proposed stops.

Threats

- Auto-oriented commercial land uses could transform Ponce de Leon Avenue into a continuous commercial strip.
- Financial markets, which can make it difficult to finance mixed-use projects.
- Commercial and multifamily encroachment into neighborhoods, which could disrupt their historic land use patterns.
- Small lots, which could make it challenging for developers to acquire the critical mass necessary to develop economically viable mixed-use buildings.
- Structured parking costs, which could limit future parking to surface lots in all but the most intense redevelopments.

Figure 1.11: Existing Land Use



Auto-oriented commercial uses are clustered along the southern end of Moreland Avenue, around the I-20 interchange

Moreland Avenue Study Area

The Study Area's most prevalent land use is Single-Family, at 38.6%. Like Ponce de Leon Avenue, this is concentrated in the neighborhoods ringing the avenue. However, unlike Ponce de Leon Avenue, Single-Family can still be found along the avenue itself between Freedom Parkway and Ponce de Leon Avenue, and in Reynoldstown and Edgewood.

At 9.5%, Multifamily is less common along Moreland Avenue. Most traditional Multifamily is located north of DeKalb Avenue and within the Poncey-Highland and Inman Park neighborhoods. Newer occurrences are found near DeKalb Avenue, where many former industrial sites have been redeveloped into housing.

The second-large land use along Moreland Avenue is Transportation/Utilities. It represents 23.4% of the Study Area.

Commercial land uses along Moreland Avenue are still largely nodal. At 6.3% of the Study Area, the nodal Commercial areas at Little Five Points, the Edgewood Retail District, Wylie Street, and Memorial Drive/I-20 are concentrated around key intersections. They do, however, represent a mixture of auto and street-oriented buildings, depending on age. The most street-oriented node is Little Five Points, with the Memorial Drive/I-20 node being the most auto-oriented. Of note, the developing Edgewood Retail District represents a hybrid between the two, and is being watched as a potential national model of integrating traditionally auto-oriented big box uses into an urban context.

Moreland Avenue Land Use Summary

Land Use	Acres	% of Study Area
Single-Family	291.9	38.6%
Townhomes	9.9	1.3%
Multifamily	71.6	9.5%
Mixed-Use	39.1	5.2%
Commercial	47.4	6.3%
Office	1.8	0.2%
Institutional	31.5	4.2%
Parks/Open Space	39.4	5.2%
Industrial	7.8	1.0%
Transportation/Utilities	178.7	23.7%
Vacant/Parking	36.4	4.8%
Sum	755.6	100.0%

Little Five Points was originally redeveloped as an early suburban commercial node

Strengths

- Little Five Points, which represents one of the Atlanta region's most walkable commercial nodes.
- The existence of various land uses within the Study Area, which can minimize travel distances and support walking.
- The range of commercial land uses along the corridor, which provide close-at-hand goods and services.
- Historic neighborhoods near the avenue.
- Historic residential and civic buildings, which prevent Moreland Avenue from being a commercial "strip."
- Historic nodal commercial patterns, which are still evident in many areas and interface well with neighborhoods.
- Freedom Park.

Weaknesses

- Limited occurrences of vertically mixed-use land uses.
- Lack of housing options, which are necessary to respond the diverse housing needs of those of different ages and incomes.
- Proliferation of auto-oriented commercial uses near I-20.

Opportunities

- New mixed-use development with residential over retail could create a greater sense of "ownership."
- Redevelopment of under-utilized, auto-oriented land uses and single-family homes along Moreland Avenue could absorb housing demand and reduce pressure to increase density in the core of neighborhoods.

Threats

- Auto-oriented commercial land uses could transform Moreland Avenue into a continuous commercial strip.
- Financial markets, which can make it difficult to finance mixed-use projects.
- Commercial and multifamily encroachment into neighborhoods, which could disrupt their historic land use patterns.
- Small lots, which could make it challenging for developers to acquire the critical mass necessary to develop economically mixed-use buildings.
- Structured parking costs, which could limit future parking to surface lots in all but the most intense redevelopments.

The MARTA parking lot south of the Inman Park/Reynoldstown rail station is unused, however, its *location next to the CSX inter-modal may present a challenge to land use changes*

Moreland LCI Study Area

The Moreland LCI Study Area's most prevalent land use is Single-Family, at 38.4%, which is found in the neighborhoods surrounding the MARTA Stations. At 7.4%, Multifamily is less common than in the two other Study Areas. Most Multifamily is located on DeKalb Avenue, Seaboard Avenue, or LaFrance Street; some also exists in the Edgewood neighborhood. The percentage, however, is increasing with continued redevelopment of industrial properties into housing along DeKalb and Moreland Avenues.

The second-large land use is Transportation/Utilities. It represents 23.4% of the Study Area and includes rail lines and streets.

Commercial land uses are concentrated along Moreland Avenue, with isolated businesses along DeKalb Avenue. At 6.3% of the Study Area, Commercial land uses are limited to primarily auto-oriented buildings. The developing Edgewood Retail District will introduce new pedestrian-oriented retail in March of 2005.

Other land uses are shown in the Land Use Summary Table.

Moreland LCI Land Use Summary

Land Use	Acres	% of Study Area
Single-Family	182.0	38.4%
Townhomes	9.9	2.1%
Multifamily	35.0	7.4%
Mixed-Use	38.7	8.2%
Commercial	10.2	2.2%
Office	0.8	0.2%
Institutional	3.6	0.8%
Parks/Open Space	14.5	3.1%
Industrial	37.1	7.8%
Transportation/Utilities	110.9	23.4%
Vacant/Parking	31.1	6.6%
Sum	473.6	100.0%

Strengths

- Historic neighborhoods.
- Historic nodal commercial patterns, which are still evident in many areas and interface well with neighborhoods, notably at Hurt Street and Edgewood Avenue in Inman Park.
- Existing parks.
- The Edwards Baking Company, which represents an important employment facility for blue collar workers.
- Edgewood Retail District, which will add senior housing, lofts, neighborhood retail, big box retail and park space to the Edgewood neighborhood.

This parking lot as 309 Moreland Avenue is planned for redevelopment into retail and restaurant space

Weaknesses

- Limited occurrences of vertically mixed-use land uses.
- Lack of housing options, which are necessary to respond the diverse housing needs of those of different ages and incomes.

Opportunities

- Redevelopment of under-utilized, auto-oriented, and former industrial land uses along DeKalb Avenue could absorb housing demand and reduce pressure to increase density in the core of neighborhoods.
- Existing multifamily and single-family homes along Seaboard Avenue in Reynoldstown could be redevelopment into higher-density housing.
- Under-utilized parking along the south sides of the Edgewood/Candler Park and Inman Park/Reynoldstown MARTA stations could be redeveloped.

Threats

- Financial markets, which can make it difficult to finance mixed-use projects.
- Commercial and multifamily encroachment into neighborhoods, which could disrupt their historic land use patterns.
- Small lots, which could make it challenging for developers to acquire the critical mass necessary to develop economically mixed-use buildings.
- Structured parking costs, which could limit future parking to surface lots in all but the most intense redevelopments.

Zoning & Land Use Policies

The City of Atlanta Comprehensive Development Plan (CDP) establishes future land use classifications for all areas of the city via 15 Year Future Land Use Maps. The classifications need not comply with current on-the-ground land uses, but rather reflect desired long-term land use desires. Under Georgia law, the future land use plan serves as the legal basis for rezoning activity on the part of the city. Therefore, it is important that the plan accurately reflects the desired vision for the subject area. The classifications should serve as a guide for directing public infrastructure improvements that support the desired future land use.

15 year Future Land Use Maps are organized by Neighborhood Planning Unit (NPU). NPUs are Citizen Advisory Councils that make recommendations to the Mayor and City Council on zoning, land-use and other planning issues. The NPU System was established in 1974 to provide an opportunity for citizens to

participate actively in the CDP. It is also used as a way for the citizens to receive information concerning all functions of City government.[3]

A key implementation tool of the CDP is zoning. The City of Atlanta regulates the development of property through the use of zoning districts. The districts control things such as height, use, setbacks, parking, etc. They are the implementation tool of the 15 Year Future Land Use Plan and should support the desired future land uses. Because it directly shapes development, zoning has a profound impact on built environment. More than any other element, zoning affects how a community looks and functions for decades

In general, 15 Year Future Land Use Plan Maps reflect the current land use patterns in all three Study Areas. As such, they include a variety of uses arranged horizontally over a large area. Zoning is also generally consistent with the Maps. Please see the Existing 15 Year Future Land Use Map and Existing Zoning Map on the following pages for details.

Instances where zoning is inconsistent with the 15 Year Future Land Use Plan Map are identified in the following sections. It is important to note, however, that these inconsistencies are only problematic to the extent that land us classifications that are more intense that zoning designations could support rezoning changes that might not be desired by the community. In most cases, inconsistencies reflect long-term policy goals, but they are, nevertheless, identified herein.

[3] City of Atlanta. Department of Planning & Community Development. Bureau of Planning. *Neighborhood Planning Units*. Available from apps.atlantaga.gov/citydir/DPCD/Bureau_of_Planning/BOP/NPU/npu_system.htm Internet. Accessed November 20,

Figure 1.12: Existing 15 Year Future Land Use Plan Classifications

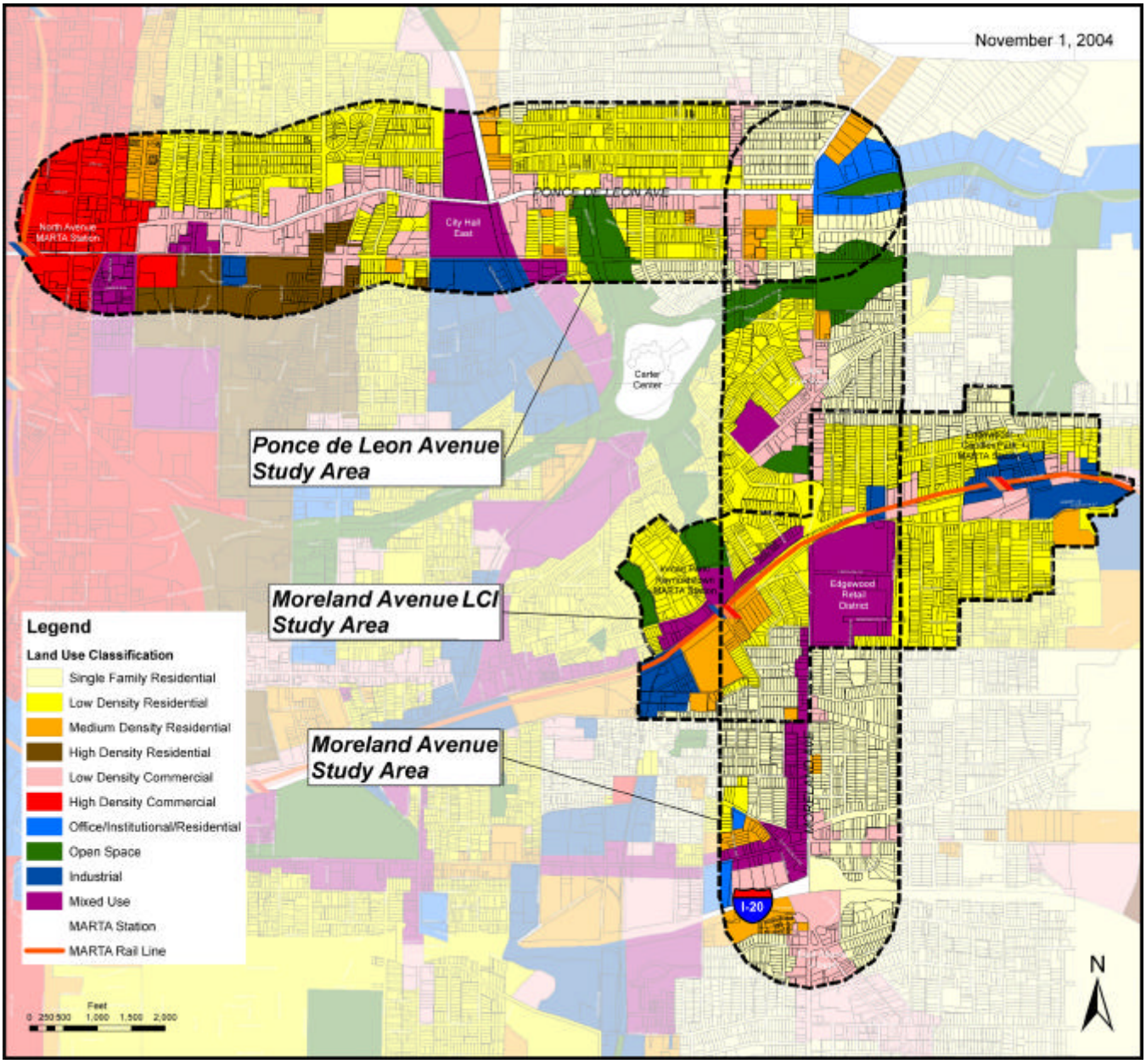
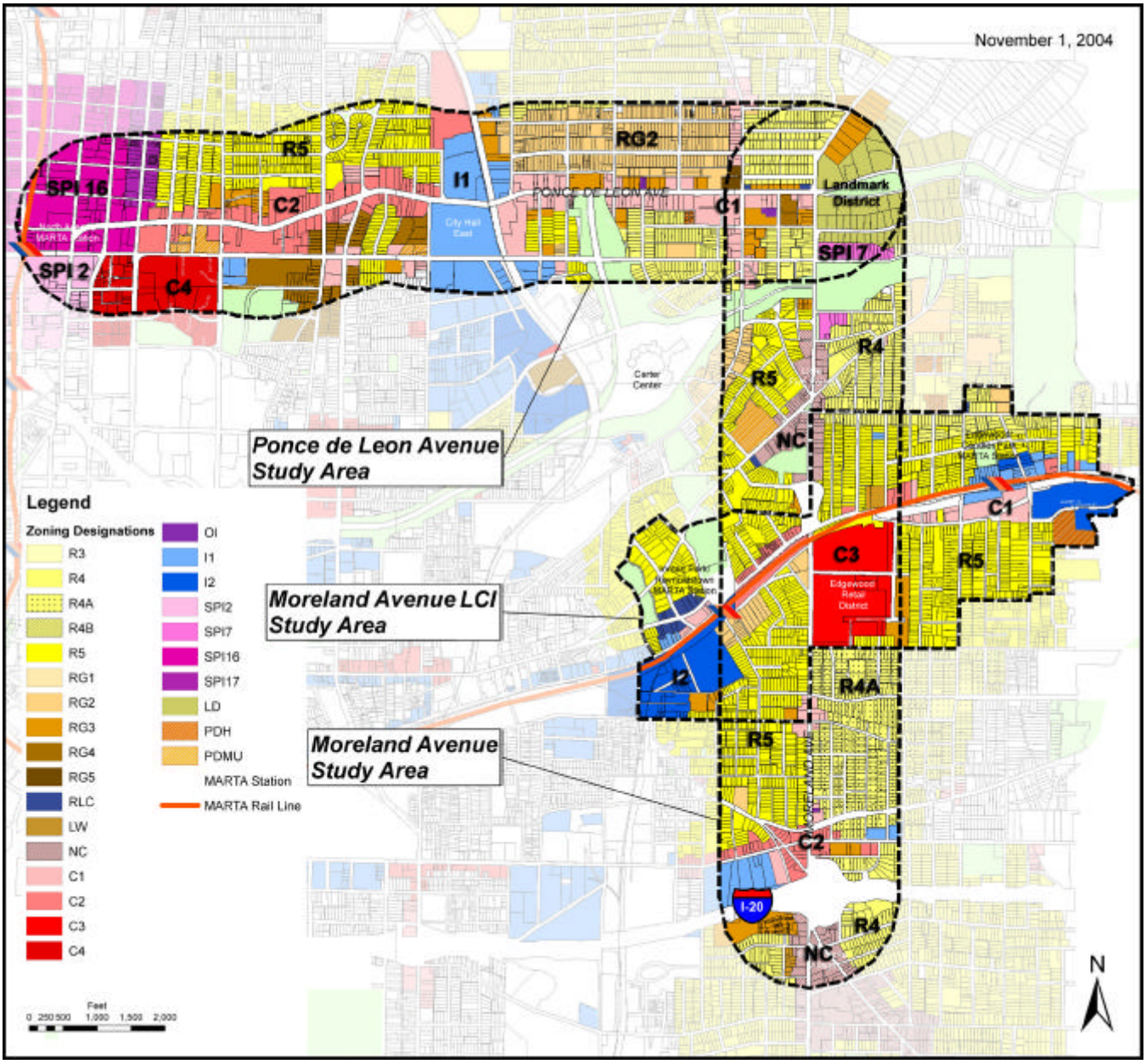


Figure 1.13: Existing Zoning Designations*



**Data reflect Tunnell-Spangler-Walsh & Associates' best effort to digitize zoning map, but data are not guaranteed. Please contact the Atlanta Bureau of Planning at 404/330-6145 for current zoning information*

Land Use Designation	Compatible Zoning Districts	Allowed Units per Acre	F.A.R. Limits
OPEN SPACE	Varies	--	--
SINGLE-FAMILY RESIDENTIAL	R-1 to R-4, PD-H	N/A	N/A
LOW-DENSITY RESIDENTIAL	R-1 to R-4, RG-1 & RG-2, MR-1 & MR-2 PD-H	0-8 0-16 0-32	0.0 - 0.348
MEDIUM-DENSITY RESIDENTIAL	R-1 to R-5 RG-1 to RG-2, MR-1 & MR-2 RG-3, MR-3, PD-H	0-16 0-29 0-64	0.0 - 0.696
HIGH-DENSITY RESIDENTIAL	R-1 to R-5 RG-1 to RG-4, MR-1 to MR-4, PD-H	N/A	0.0 to 1.49
VERY-HIGH DENSITY RESIDENTIAL	R-1 to R-5 RG-1 to RG-6, MR-1 to MR-6 PD-H	N/A	0.0 – 6.40
LOW-DENSITY COMMERCIAL	R-1 to R-5, RG-1 to RG-3, R-LC, MR-1 to MR-4, O-I, LW, NC, C-1 & C-2, MRC-1 & MRC-2, PD-H, PD-OC	N/A	Established by Zoning District Regulations
HIGH-DENSITY COMMERCIAL	R-1 to R-5, RG-1 to RG-6, R-LC, MR-1 to MR-6, O-I, LW, C-1 to C-5, MRC-1 to MRC-3, PD-H, PD-MU, PD-OC	N/A	Established by Zoning District Regulations
INDUSTRIAL	LW, I-1, I-2, PD- BP	N/A	Established by Zoning District Regulations
OFFICE/INSTITUTIONAL	R-1 to R-5 RG-1 to RG-6, MR-1 to MR-6 O-I, PD-BP	N/A	Established by Zoning District Regulations
OFFICE/INSTITUTIONAL/ RESIDENTIAL	R-1 to R-5 RG-1 to RG-6, MR-1 to MR-6 O-I	N/A	Established by Zoning District Regulations
MIXED-USE (min. 20% residential required)	All districts except for I-1, I-2 and PD-BP	N/A	Established by Zoning District Regulations

Except for I and PD districts, all land use designations are incremental. A higher density designation may include lesser density designations.
Source: City of Atlanta Bureau of Planning.

Chart showing the relationship between land use classification and zoning designations

Ponce de Leon Avenue Study Area

Located in NPUs E, F, M and N, the Ponce de Leon Avenue Study Area 15 Year Future Land Use Plan Map shows:

- "Low Density Commercial" along much of the avenue.
- "High Density Commercial" at the avenue's western end.
- "Single Family Residential" along much of the avenue's north side, east of the Belt Line.
- "Mixed-Use" at City Hall East.
- "Low Density Residential" in the neighborhoods.

Zoning in the Study Area generally reflects these classifications. The western edge of the corridor is zoned C2 (commercial) in

existing commercial areas, with neighborhoods themselves being R5 (two-family residential). The center of the corridor is zoned I2 (industrial), reflecting its historic industrial orientation to the rail line. The corridor's end is primarily C1 (commercial) on the south side, and RG-2 (multifamily residential) on the north. Four special districts also exist along the avenue: SPI's 2, 16 and 17 to the west, and the Druid Hills Landmark District to the east.

Parcels with zoning more intense than their land use classifications include:

- 1125 Ponce de Leon Avenue (the Salvation Army elderly tower) is zoned RG-4 but classified "Low-Density Residential." (Zoning sheet 14-15)
- The rear of 1085 Ponce de Leon Avenue (the Druid Hills Baptist Church) is zoned O-I but classified "Medium-Density Residential." (Zoning sheet 14-15)
- The lots south of Ponce de Leon Avenue and east of Barnett Street (Park Village) are zoned RG-3 but classified "Low-Density Residential." (Zoning sheet 14-15)
- Lots on both sides of Somerset Terrace are zoned R5 but classified "Low-Density Residential." (Zoning sheet 14-15)
- 674, 677 and 678 Somerset Terrace are zoned RG-3 but classified "Low-Density Residential." (Zoning sheet 14-15)
- The lot at the northwestern corner of North Avenue and Somerset Terrace is zoned C1, but classified "Low-Density Residential." (Zoning sheet 14-15)
- The lot at the northwestern corner of Ponce de Leon Avenue and Briarcliff Road (Atkins Park Lofts) is zoned RLC but classified "Low-Density Residential." (Zoning sheet 14-15)
- 1084, 1094, 1102, 1112, 1120, 1126 and 1146 Ponce de Leon Avenue (Atkins Park neighborhood) are zoned RG-3 but is classified "Low-Density Residential." (Zoning sheet 14-15)
- 1074 Ponce de Leon is zoned RLC but classified "Low-Density Residential." (Zoning sheet 14-15)
- 823 North Highland Avenue is zoned RG-2 but classified "Single-Family Residential." (Zoning sheet 14-15)
- 1050 Ponce de Leon Avenue (Briarcliff Hotel) and 746 North Highland Avenue are zoned RG-5 but classified "Low-Density Residential." (Zoning sheet 14-15)
- 787, 892, 904, 910, 918, 934, 950 and 1026 Ponce de Leon Avenue (Virginia-Highland neighborhood) are zoned RG-3 but classified "Low-Density Residential." (Zoning sheet 14-15)

- 1013 St Charles Avenue is zoned RG-3 but classified "Low-Density Residential." (Zoning sheet 14-15)
- 920 and 928 Ponce de Leon Avenue are zoned O-I but classified "Low-Density Residential."
- 756, 774, 782, 790 and 794 Ponce de Leon Avenue and 732 Bonaventure Avenue are zoned C1 but classified "Low-Density Residential." (Zoning sheet 14-15)
- City Hall East and the Midtown Place shopping center are zoned I1 but classified "Mixed-Use." (Zoning sheet 14-15)
- The entire single-family portion of the Midtown neighborhood is zoned R5, but classified "Low-Density Residential." (Zoning sheet 14-15)
- 650 Glen Iris Drive (Glen Iris Lofts) is zoned RG-4 but classified "Low-Density Residential." (Zoning sheet 14-47)
- The southwestern corner or North Avenue and Glen Iris Drive is zoned C1 but classified "Low-Density Residential." (Zoning sheet 14-47)
- Lots along both sides of Kennesaw Avenue are zoned R5 but classified "Low-Density Residential." (Zoning sheet 14-47)
- Lots along 3rd Street between Argonne Avenue and Durant Place are zoned RG-3 but classified "Low-Density Residential." (Zoning sheet 14-47)

Strengths

- There are no instances of land use classifications higher than zoning designations. This provides strong protection against spot zoning to higher intensities, which would require 15 Year Future Land Use Plan Map amendments.
- Instances of zoning designations higher than current classifications protect neighborhoods from inappropriate rezoning.
- SPIs 16 and 17 and the Druid Hills Landmark District ensure high quality at both ends of the avenue.
- The City of Atlanta Zoning Ordinance's Transitional Height Plane Requirement protects neighborhoods from towering buildings in adjacent commercial districts.

Weaknesses

- Many historic single-family areas that are zoned R5 are classified "Low Density Residential." This zoning is inconsistent with such classification and suggests that there is not an appropriate classification for such neighborhoods.
- "Low Density Residential" classifications of C1-zoned parcels along Ponce de Leon Avenue, east of Ponce de Leon Place, discourage rezoning of the current auto-

oriented uses to mixed-use districts, such as MRC-1, 2 or 3, which may be necessary to support redevelopment.

- Current C districts include no urban design standards and permit the construction of suburban-style, auto-oriented buildings and low-quality materials, such as Exterior Insulation and Finish Systems (EIFS), which the community has expressed a disdain for. They are also counter to the community's long-expressed wishes for wider sidewalks and shared parking.

Opportunities

- Existing City of Atlanta Quality-of-Life Zoning Districts could support community-desired building patterns.
- Amendments to the CDP could support community-desired land uses.

Threats

- The timely and expensive rezoning process could discourage developers from rezoning to more appropriate and progressive, Quality-of-Life Zoning Districts, which could perpetuate auto-oriented building patterns.
- The lack of administrative variations in the Quality-of-Life Zoning Districts could discourage their use.
- Highland Avenue in Poncey-Highland is zoned C1, which permits its historic pedestrian character to be replaced with suburban, auto-oriented building forms.
- Appropriate zoning designations may not exist to support the community's vision for Ponce de Leon Avenue.

Moreland Avenue Study Area/Moreland LCI Study Area

Located in NPUs F, N, O, W, and V, the Moreland Avenue and Moreland LCI Study Areas' 15 Year Future Land Use Plan Maps shows:

- "Low Density Commercial" within Little Five Points.
- "Mixed-Use" on the Edgewood Retail District site and along the avenue's west side south of Hardee Street.
- "Low Density Residential" and "Single-Family Residential" within the neighborhoods surrounding the avenue.
- "Mixed Use" along Moreland Avenue in Reynoldstown.
- "Low Density Commercial" on Moreland Avenue commercial nodes in Edgewood.

Zoning in the Study Areas generally reflects these classifications. Inman Park and Candler Park are primarily zoned R5 and R4, respectively. Little Five Points and East Atlanta Village are zoned NC. The Edgewood Retail District is zoned C3-C, and

Reynoldstown and Edgewood are zoned R5 and R4-A, respectively. Commercial nodes on the avenue's south end are zoned C1 and C2. In addition, Inman Park includes historic district regulations that enhance underlying zoning and protect its character. Portions of Candler Park near Freedom Park are in SPI 7, which has a similar intent.

Parcels with zoning more intense than their land use classifications include:

- Much of the Reynoldstown neighborhood is zoned R5 but classified "Single-Family Residential." (Zoning sheet 14-13)
- The rear of 1088 Memorial Drive is zoned C2 but classified "Medium-Density Residential."(Zoning sheet 14-13)
- The south of Memorial Drive west of Moreland Avenue is zoned I1 but classified "Mixed-Use." (Zoning sheet 14-13)
- The apartments on the west side of the Moreland/DeKalb Avenues jug handle is zoned RG-3 but classified "Low-Density Residential." (Zoning sheet 14-13)
- Much of the Inman Park neighborhood is zoned R5 but classified "Low-Density Residential." (Zoning sheet 14-13)
- 1209 and 1237 Memorial Drive are zoned RG-3 but classified "Single-Family Residential." (Zoning sheet 15-175)
- The lot at the southwest corner of Trenton Street and Memorial Drive is zoned C2 but classified "Single-Family Residential." (Zoning sheet 15-175)
- 1270 and 1296 Memorial Drive are zoned I1 but classified "Low-Density Commercial." (Zoning sheet 15-175)
- Much of the Candler Park neighborhood is zoned R5, but classified "Low-Density Residential." (Zoning sheet 15-175)

Strengths

- There are no instances of land use classifications higher than zoning designations. This provides strong protection for the neighborhoods against spot zoning to higher intensities, as such would require 15 Year Future Land Use Plan Map amendments.
- Instances of zoning designations higher than current classifications protect neighborhoods from inappropriate rezoning.
- SPI 7 ensures quality development around Freedom Park.
- Inman Park historic district regulations protect historic structures from demolition and ensure that new buildings are compatible with the neighborhood's character.

- Neighborhood Commercial (NC) designations in Little Five Points and East Atlanta Village protect these historic commercial nodes from suburban-style development.
- The City of Atlanta Zoning Ordinance's Transitional Height Plane Requirement protects neighborhoods from over-towering buildings in adjacent commercial districts.

Weaknesses

- Many historic single-family areas that are zoned R5 are classified "Low Density Residential." This zoning is inconsistent with such classification and suggests that there is not an appropriate classification for such neighborhoods.
- Current C districts include no urban design standards and permit the construction of suburban-style, auto-oriented buildings and low-quality materials, such as EIFS, which the community has expressed a disdain for. They are also counter to the community's long-expressed wishes for wider sidewalks and shared parking.
- R5 zoning in Candler Park between DeKalb and McLendon Avenues has permitted new infill homes that are out-of-scale with the historic bungalows of the neighborhood.
- Zoning designations on the south sides of both MARTA stations do not account for the more intense development that could be supported by transit access, nor do they provide the urban design standards necessary for true transit-oriented development.

Opportunities

- Existing City of Atlanta Quality-of-Life Zoning Districts could support community-desired building patterns.
- Amendments to the CDP could support community-desired land uses.

Threats

- The timely and expensive rezoning process could discourage developers from rezoning to more appropriate and progressive Quality-of-Life Zoning Districts, which could perpetuate auto-oriented building patterns.
- The "Mixed Use" classification along Moreland Avenue in Reynoldstown could open the door to turning Moreland Avenue (and portions of the neighborhood) into a continuous commercial strip. Rezonings to C1 or C2 are consistent with "Mixed Use" classifications.
- Appropriate zoning designations may not exist to support the community's vision.

Existing Area Studies

The City of Atlanta has a long-standing tradition of working to support neighborhood growth and revitalization. Significant portions of the City have been studied, including portions of all three Study Areas. However, unlike this study, many of these previous efforts were strongly design based, and lacked the transportation and land use focus of this study. For that reason, this study represents an opportunity to build on these previous efforts.

Ponce de Leon Avenue Study Area

Existing area studies affecting the Study Area include:

Blue Print Midtown, a community planning process spearheaded by Midtown Alliance beginning in 1997. The Blueprint stimulated dramatic change to the face of Midtown by providing the framework and impetus for new housing, desirable office space, transportation improvements, public safety initiatives, environmental clean-up, and a pedestrian-friendly streetscape program. It also laid the groundwork for the largest rezoning in Atlanta's history.

Subsequent economic development planning, completed in 2003, moves the quality redevelopment of Midtown forward by providing the data and guidelines to inspire projects, inform design proposals, and maintain the community's Blueprint vision.

Blueprint Midtown addressed the area west of Argonne Avenue along Ponce de Leon Avenue and established a long-term vision for that area.

District Two Rail Corridor Study, completed in 2000, examined the parcels of undeveloped and/or underdeveloped industrial zoned properties along the Belt Line within City Council District 2 and established a framework for future development.

The Study included a complete analysis and assessment of land use, transportation systems, environmental systems, stormwater, urban design, demographics and zoning. This included both a present-day and historical review.

By working with a task force composed of public officials, residents, business, and property owners, goals for the future were established and recommendations were proposed to achieve them. Central to these were approaches which: recognized neighborhood identify and the history of the corridor; encouraged an appropriate-scaled mixture of uses; supported future bicycle and transit improvements; and ensured environmental sensitivity.

This study addressed the portions of the Study Area south of North Avenue, near City Hall East and established the framework for its conversion into a medium density multifamily area.

North Highland Avenue Corridor Study, which focused on urban design and transportation considerations along North Highland Avenue in 1999. The Study did not directly address Ponce de Leon Avenue, but did include streetscape recommendations for the North Highland Avenue.

Moreland Avenue Study Area

Existing area studies affecting the Study Area include:

East Atlanta Village Study, an urban design, marketing and transportation plan intended to guide future development in East Atlanta in a manner that preserves the neighborhood's historic scale, structure, neighborhood-serving uses, and long-time residents. The Study developed a series of policy, program, and project recommendations that included: detailed tenant mix and marketing initiatives; bicycle, pedestrian and transit infrastructure improvements; streetscape guidelines; lane and intersection reconfigurations; open space recommendations; and urban design guidelines. The Study also included programs and supports needed to address social problems in the area, as well as guidelines for consolidating and reutilizing City-owned facilities, including a vacant school, aging fire station and aging library.

Reynoldstown Master Plan, in 1999 the Atlanta Empowerment Zone Corporation, the Reynoldstown Revitalization Corporation and the City of Atlanta's Bureau of Planning sponsored the Reynoldstown Master Plan, Reynoldstown 2000 and Beyond, the most current document guiding development for this historic neighborhood. This plan provided strategies designed to ensure the best possible future for Reynoldstown with a 15 year planning horizon. The process was inclusive of community residents, businesses, agencies and city officials.

Goals of the study included pedestrian safety, community revitalization through infill development, preservation of a variety of housing prices and types, enhancement of community commercial establishments, and finally the creation of meaningful park space. As a redeveloping neighborhood, Reynoldstown is mindful to stipulate that future development improve upon its historic character and better the quality of life for existing residents.

Along Moreland Avenue, the Master Plan made land use, zoning and transportation recommendations, some of which have been implemented. The land use strategy called for primarily mixed uses for the length of the avenue. It also called for a commercial node at Hosea Williams Drive and Wylie Street, and one at Memorial Drive,

from I-20 north to Arkwright Place. The block from Brantley to Wade Streets was designated as single family residential. To the north, the triangular piece of land between Brantley Street, Moreland Avenue, and Seaboard Avenue was programmed to be a park. The Master Plan indicates that parking will be to the rear and the building pulled up to the street for all uses. Zoning recommendations called for C1 zoning along the entire avenue, except at the Memorial Drive node, which was shown as C2. On Cleveland Street, the residential parcels were shown as RG-3.

Other than general statements about the main corridors such as Memorial Drive and Moreland Avenue, being pedestrian gathering spaces for the community and places with generous sidewalks, trees, plants, lighting, benches and bike racks, detailed suggestions for transportation along Moreland Avenue are few.

Moreland LCI Study Area

Existing area studies affecting the Study Area include:

Inman Park Neighborhood Traffic Calming Plan, which identifies improvements to address speeding and cut-through traffic on neighborhood streets and includes detailed locations for street narrowings, roundabouts, pedestrian crossings, cushions, etc.

Edgewood Neighborhood Traffic Calming Plan, which, like the Inman Park plan, identifies improvements to address speeding and cut-through traffic on neighborhood streets and includes detailed locations for street narrowings, roundabouts, pedestrian crossings, cushions, etc.

Candler Park Neighborhood Plan, a planning study intended to guide future commercial and residential development in Candler Park in a manner that preserves the neighborhood's sense of place and community and protects its natural resources. Completed in October 2000, the Plan was based on the results of a comprehensive survey of Candler Park residents conducted over 18 months. The Plan contains a series of policy, program, and project initiatives focusing on four main areas: walkability, economic development, quality of life and the environment.

Much of the Study Areas are covered by impervious parking lots

1.5 ENVIRONMENT

Environmental features are an important balance to developed areas. Environmental features provide habitats for native and migratory animals, capture stormwater and other runoff to prevent flooding, buffer incompatible land uses, and provide recreational opportunities for residents. They can include waterbodies, woodlands, floodplain areas, and developed open space.

Regardless of how urbanized an area is, environmental factors always affect planning and development decisions. It is, therefore, critical to understand existing environmental factors, including park facilities, brownfields and vegetative cover.

When dealing with environmental factors in urban areas, it is important to note, however, that some environmental "best practices" in rural and suburban areas represent liabilities because they compromise the essence of urbanism. Many of these practices, such as stormwater retention ponds, buffers, etc., can actually compromise vitality and result in "suburbanized urbanism," which is a significant global environmental threat. In a capitalistic society and a "property-rights" state like Georgia, the only way to truly limit suburban sprawl and loss of open space is to make the urban areas so attractive, vital, and "urban" that people choose them over exurbia. But this choice must involve high-quality urbanism competing with standard suburbanism, not some watered down urbanism, which will surely loose. This said, many environmental techniques can be appropriately utilized in an urban context, including pervious pavements, green buildings, street trees, gray water collection, and rooftop gardens.

Ponce de Leon Avenue

Although not readily evident today, Ponce de Leon Avenue's name owes itself to a natural feature once found along it. At one time, a spring, named the Ponce de Leon spring after the Spanish explorer who searched for the fountain of youth, was located in the depression of land currently occupied by City Hall East. Over time, a Victorian pleasure park was built around the spring and a trolley ran to the site. The spring and the creek is once fed are today capped and covered by City Hall East, but the depression that they occupied continues to represent a drainage challenges to Study Area. In fact, all former streams along the avenue have been capped and now represent portions of the city's beleaguered combined sewer system.

Today, the most significant natural factors along the corridor are its topography, forested neighborhoods and impervious surfaces.

Flooding, caused by clogged drains and sunken curbs, is a major challenge along Ponce de Leon Avenue

Topographically, the corridor resembles a wave, with the Argonne Avenue and City Hall East as two low-points. At one time these low-points or "bottoms" reflected less desirable locations that were relegated to industrial uses and housing for the poor. High points were more desirable areas, and include Peachtree Street in Midtown, Boulevard, and the Druid Hills Baptist Church in Poncey-Highland.

Tree cover in the Study Area is representative of most of Atlanta, with forested neighborhoods fronting treeless or poorly planted arterials. Ponce de Leon Avenue represents such an arterial, with limited tree cover, particularly in its extensive parking lots. Implicit to this condition are large amounts of impervious parking.

Potential contaminated brownfields are limited to former industrial sites on the Belt Line. However, the conversion of many of these buildings to other uses suggests minimal or no contamination.

Strengths

- Forested neighborhoods.

Weaknesses

- Former creeks are piped.
- The lack of trees in commercial areas contributes to radiant heating and creates a "heat island," which can increase air condition costs in summer and stress vegetation.
- Parking lots and buildings limit groundwater recharge.

Opportunities

- The Belt Line transit greenway could provide environmental benefits by reducing auto use and providing green space.
- The development of North Avenue Park (behind City Hall East) could address water quality and drainage concerns.
- New environmentally sensitive technologies could be applied to new development.

Threats

- The lack of generational tree planting in some neighborhoods could result in massive tree die-offs.
- Environmental "best practices" that are founded in rural and suburban areas could harm urban vitality.
- Potential brownfield sites could exist near the Belt Line, within the former industrial area.

Moreland Avenue/Moreland LCI Study Areas

Significant natural factors along Moreland Avenue include its topography, parks, and forested neighborhoods.

Stormwater can be used to enrich development potential and raise property values.

Topographically, Moreland Avenue is fairly flat from Ponce de Leon to DeKalb Avenues, with a slight drop in elevation from north to south. South of DeKalb Avenue the corridor undulates, with high points south of Hardee Street, at Kirkwood Avenue, and at I-20.

The Study Areas includes forested neighborhoods along poorly-arterials. The only exception to this is north of Freedom Parkway, where large trees abound. The lack of tree cover is most pronounced in the commercial nodes, particularly the south end of Little Five Points, the Wylie Street node, and the Memorial Drive node. These nodes also have parking lots with no plantings.

There are small streams in the Study Areas. One is in Springdale Park and feeds a small pond; the others are in Edgewood. A small wetland exists north of Hardee Street at Wrenwood Avenue.

As a former residential street, there are no likely brownfield sites on Moreland Avenue. However, cross streets, such as Memorial Drive and DeKalb Avenue, that once housed gas stations, could include some contamination, although recent redevelopment of both areas suggests that no major contaminated sites exist.

Strengths

- Existing parks.
- Forests neighborhoods.
- Existing streams.

Weaknesses

- The lack of trees in commercial areas contributes to radiant heating and creates a “heat island,” which can increase air condition costs in summer and stress vegetation.
- I-20 and the freight rail both produce localized air pollution that can be seen and smelled on some days.
- MARTA parking light pollution impacts neighborhoods.
- Parking lots and buildings limit groundwater recharge.

Opportunities

- New environmentally sensitive technologies could be applied to new development.

Threats

- The lack of generational tree planting in some neighborhoods could result in massive tree die-offs.
- Contamination could exist on some commercial sites.
- Environmental “best practices” that are founded in rural and suburban areas could harm urban vitality.

1.6 INFRASTRUCTURE & FACILITIES

Infrastructure and facilities are the foundations upon which communities are built. They support growth by providing essential services such as water, wastewater collection and treatment, stormwater management, fire, police, EMT, schools, and libraries. Effective systems are essential to a community's health.

Ponce de Leon Avenue Study Area

Ponce de Leon Avenue and surroundings include a number of sites such as: the Atlanta Civic Center on Piedmont Avenue; the Zone 2 Police Precinct in City Hall East; a Post Office on Ralph McGill Boulevard; and a library on Ponce de Leon Avenue.

Also within the Study Area are two schools: Sims School on Rankin Avenue, and Hill Elementary on Pine Street. Elementary schools that this area feeds are: Hill, Lin and Morningside; middle schools are: Inman and Walden; and the high school is Grady.

The majority of the Study Area is within the Sugar Creek sewer basin. This basin is one of the four oldest in the City, and is served by combined sewer systems. The Druid Hills neighborhood is served by DeKalb County. Neither basin has historically been capacity-deficient; current upgrades will increase capacity. Stormwater catch basins appear to be challenged, and during major rains pools of water exist along the corridor.

Strengths

- Extensive water and sewer coverage.
- Existing public facilities.

Weaknesses

- Aging infrastructure.
- Street flooding and plugged drains in some locations.

Opportunities

- Redevelopment can utilize existing infrastructure.
- Utilize greenspace for stormwater management, such as within the proposed North Avenue Park.

Threats

- Maintenance costs may increase due to age of systems.
- Impervious surfaces contribute to stormwater runoff.

- The real and perceived quality of Atlanta Public Schools (APS) hurt efforts to attract families unless they can afford private schools.

Moreland Avenue/Moreland LCI Study Area

There are a number of facilities in the Moreland Avenue and Moreland LCI Study Areas. Within Little Five Points are a Post Office and the Bass Recreation Center on Moreland Avenue. The Jimmy Carter Center and Presidential Library are in nearby Freedom Park. Fire Station #12 is on Dekalb Avenue near Candler Street. The city-owned Lang-Carson Community Center houses numerous Reynoldstown functions on Flat Shoals Avenue.

There are two Elementary Schools: Whitefoord, on Hosea Williams Drive, and Hubert Elementary on Memorial Drive. Other elementary Schools that the area feeds are: Lin, Cook, Parkside, and Burgess; Middle Schools are: Inman, Coan and King; the High Schools are: Grady, Crim and Southside.

Most of the Study Areas are in the Custer Avenue and Sugar Creek sewer basins. The Custer Avenue basin is one of the four oldest in the City, and is served by combined sewer systems, while the Sugar Creek basin contains separated sewers. Neither basin has historically been capacity-deficient; current upgrades will increase capacity. Stormwater catch basins appear to be challenged, and during major rains water floods roadways, most especially just north of Euclid Avenue. In the southern part of the corridor and the LCI Study Area they are less problematic.

Strengths

- Extensive water and sewer coverage.
- Adequate future capacity.
- Adequate public facilities.

Weaknesses

- Aging infrastructure.
- Street flooding and plugged drains in some locations.

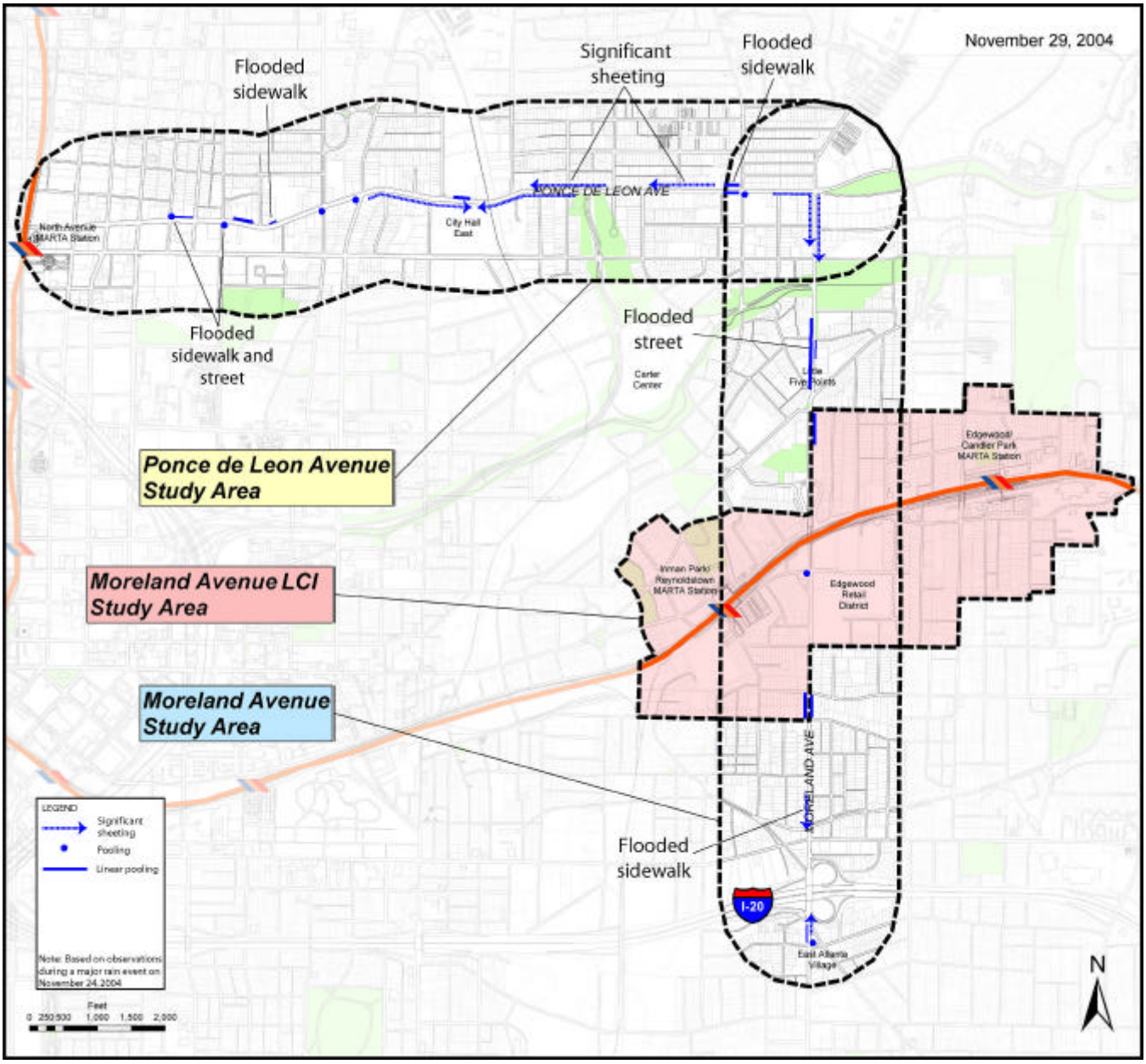
Opportunities

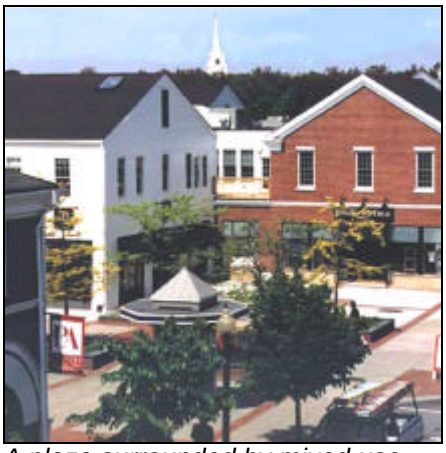
- Redevelopment can utilize existing infrastructure.
- Utilize greenspace for stormwater management.

Threats

- Maintenance costs may increase due to age of systems.
- Impervious surfaces contribute to stormwater runoff.
- The real and perceived quality of APS could hurt efforts to attract families unless they can afford private schools.

Figure 1.14: Pooling and Sheeting Conditions During Rain Events





A plaza surrounded by mixed-use buildings in Mashpee, MA

A park is the center of this neighborhood in Harbor Town, TN

1.7 URBAN DESIGN & HISTORIC RESOURCES

Urban Design

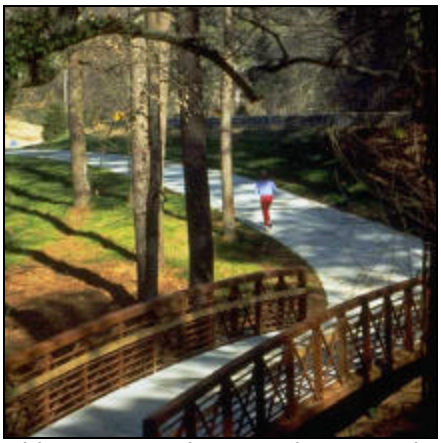
Urban Design reflects a review of the patterns that define a community and consists of two primary components: Spatial Form and the Public Realm.

Spatial Form refers to the way in which the placement and massing of buildings work together to a form a space greater than the individual buildings. Different spatial forms have different impacts of human psychology and the ability of places to support certain activities. For example, most people like to feel protected while walking. This is best achieved by making people feel enclosed. From a psychological point of view, a street with a height to width ratio of between 1:1 and 1:3 provides the necessary enclosure. Therefore, if there is a desire to create an environment where walking is encouraged, said street should respect these ratios. The existence or lack of enclosure has a direct impact on driver behavior; all else being equal, buildings close to the street psychologically narrow it and result in slight decreases in vehicular speeds.

Spatial form also takes into account the legibility of a place, or how easy it is for a visitor to quickly understand its overall organization. A figure ground study is a valuable tool for understanding this component of spatial form. In a figure ground study, the placement of buildings and their inter-relationships are reduced to a simple map showing their location on an otherwise blank background. This allows for an understanding of not just the buildings as objects, but, more importantly, the spaces between them, which tend to reflect public or quasi-public space.

Public Realm refers to the public experience of a community's Spatial Form. Public spaces are foundations upon which American democracy is based. Whether plaza, park, or national forest, publicly owned spaces represent collective grounds shared by all Americans. They are the basis of many of the basic freedoms that many take for granted.

In a world where people are increasingly isolated from one another by technology and the fast-paced lifestyles it creates, people are increasingly recognizing the value of spaces that allow them to connect with other people. In fact, one of today's hottest real estate trends is the community where people can partake in a wide variety of public spaces on a daily basis. Many people no longer want to drive many miles to walk down a pleasant, tree-lined sidewalk, play in a park with their children, or relax on a warm



This greenway is an environmental and recreational amenity

A plaza surrounded by mixed-use buildings in Mashpee, MA

summer evening. They now want communities that provide all of these public space opportunities and more.

There are five major categories of public space in the USA, each with their own distinct definition and applicability:

Streets and sidewalks are the most often used public spaces in towns and cities. In addition to serving as a transportation conduit, streets and sidewalks can be designed to encourage human interaction and community building. Streets can serve as parade routes or the location of special festivals, while in-town sidewalks can provide room for cafe dining, street furniture, and street trees.

Plazas are hardscaped gathering spaces located in a town or city center and surrounded by commercial, mixed-use, or civic buildings. Plazas often include fountains, benches, and similar elements. Their entire surface is accessible to the public and consists of stone, concrete, or durable pavement interspersed with trees and limited plant materials.

Parks are landscaped recreation and gathering places that can be located in any area of a town or city. They may be surrounded by residential or commercial buildings, and are often the focal points of neighborhoods. Parks often include picnic facilities, drinking fountains, benches, and playgrounds. Larger parks may include ponds, sports fields, and courts. Well-designed parks are defined at the edges by streets. Their accessible landscape consists of paths, trees, lawns, shrubs, and other plant materials.

Greenways are linear parks that can serve as corridors for transportation, wildlife migration, or protection of key habitats that occur in a linear manner, such as the riparian zones along creeks and rivers. Greenways can also connect plazas, parks, and conservation lands. Because of this, they can be located in virtually any setting with varying sizes.

Conservation Lands protect and enhance areas of environmental and historic significance. Because their primary purpose is the protection of open space, they can include camping sites and trails.

New development that fails to respect the street and pedestrian environment

Ponce de Leon Avenue Study Area

The Ponce de Leon Avenue Study Area varies in spatial form along the length of the corridor. In the western portion of the Study Area, buildings range from one story to skyscrapers with varying setbacks from the street. Areas along Ponce de Leon Avenue, including new development from Juniper Street to Argonne Avenue, provide a more unified spatial form with consistent setbacks and building heights that relate to the width of the street. In the central portion of the Study Area, the spatial form is very inconsistent with varying setbacks from the street, large parking lots with drive-thru facilities and lack of any relationship from one building to the next. In the eastern portion, the spatial form is somewhat consistent with similar building heights and setbacks. In addition, parking areas along this stretch of the corridor are often located to the side of the building and allow the building to relate more to the street.

The majority of public spaces within the Ponce de Leon Avenue Study Area consist of streets and sidewalks. Sidewalks run the entire corridor with varying planting, clear, and supplemental zones. Parks along the avenue include Central Park (9.5 acres), Freedom Park (187 acres), portion of Virgilee Park (10 acres), and the Olmstead Parks in the Druid Hills neighborhood. There are no public pocket parks along the avenue, although several private properties include de-fact park space, including at Ponce de Leon and Argonne Avenue and in front of the Midtown Place shopping center. Plans are under review to develop park space along the Belt Line and behind City Hall East, on North Avenue.

Strengths

- Freedom Parkway, which connects a large portion of the Study Areas
- Historic buildings and sidewalks, which enrich the public realm.

Weaknesses

- Buildings in commercial areas that are designed in isolation from other buildings, rather than lining up and touching adjacent structures.
- Auto-oriented streets.
- Lack of enclosure in commercial areas.
- Sidewalks in need of repair.
- Overhead utilities and visual blight, particularly.
- Street width, which causes even 2 and 3 story buildings to fail to provide adequate enclosure in some areas, most notably in the central sector.

The underpass at Moreland Avenue and DeKalb Avenue is not a pedestrian friendly environment

This greenway is an environmental and recreational amenity with residential that fronts the street

Opportunities

- Redevelopment, which can be programmed to occur in a cohesive manner.
- New public spaces on redeveloped land.

Threats

- Development, which could occur without appropriate open spaces and relationships to surrounding structures.
- Poorly designed open spaces, which could limit their use and fail to capitalize on the need for a community focal point.

Moreland Avenue Study Area

The Moreland Avenue Study Area also varies in spatial form along the length of the corridor but has more continuity in the residential and commercial nodes. In the northern portion of the Moreland Avenue Study Area older residential structures have similar building setbacks and heights. For newer residential developments, setbacks are consistent within the developments, but do not necessarily relate to surrounding buildings. Little Five Points overall has good spatial form, with buildings facing the street and similar building massing. Some retail is auto-oriented with parking lots in between the building and the street, but creates opportunities for redevelopment. In addition, the retail buildings in Little Five Points create two public plaza areas for outdoor dining and community gathering.

Similar to the Ponce de Leon Avenue Study Area, the Moreland Avenue Study Area major public spaces consist of streets and sidewalks. Again, sidewalks are not consistent throughout the corridor - with varying planting, clear, and supplemental zones.

The public park areas found in the Study Area include a portion of a portion of Virgilee Park (10 acres), Freedom Park (187 acres), Iverson Park (1.5 acres), Bass Recreation Center Park (1 acre), and two public pocket parks in Little Five Points.

Strengths

- Freedom Parkway, which connects a large portion of the Study Areas.
- Private open space within some multifamily residential areas.

Weaknesses

- Lack of quality public realm just north of I-20.
- Lack of enclosure in commercial areas.
- Overhead utilities and visual blight, particularly.

Outdoor dining area at Little Five Points

Opportunities

- Redevelopment, which can be programmed to occur in a cohesive manner.
- New public spaces on redeveloped land.

Threats

- Development, which could occur without appropriate open spaces and relationships to surrounding structures
- Poorly designed open spaces, which could limit their use and fail to capitalize on the need for a community focal point.

Moreland LCI Study Area

The Moreland LCI Study Area lacks quality public spaces and overall consistent spatial form. One of the contributing factors is that the MARTA rail line and railroad tracks that parallel DeKalb Avenue create a visual disconnect between the two portions of the Study Area. Along DeKalb Avenue, new residential development does not front the street but turns inward to residential parking. Commercial and industrial uses along DeKalb Avenue have varying setbacks and heights. The two MARTA stations, Inman Park/Reynoldstown and Edgewood/Candler Park, loom over DeKalb Avenue and include large parking lots that are ripe for redevelopment.

The plaza at Moreland and Euclid Avenue is a well used public space, but also has loitering challenges

As with the previous Study Areas, the Moreland LCI Study Area's majority of public spaces consist of streets and sidewalks. Sidewalks are located along the arterials, such as DeKalb Avenue, McLendon Avenue, and Moreland Avenue. Along DeKalb Avenue, inconsistent planting zones do not provide adequate buffer for pedestrians from the lanes of traffic. Along Moreland Avenue, the underpass at DeKalb Avenue is an inhospitable pedestrian environment that discourages pedestrian connections from one side to the other. Public park areas found in the Study Area include Springvale Park, a portion of Freedom Park greenway that connects to the Inman Park/Reynoldstown MARTA Station and Iverson Park, which is located north of the Edgewood/Candler Park Station.

Within the Moreland LCI Study Area, parks include Freedom Park (187 acres), Iverson Park (1.5 acres) and Springdale Park (4.6 acres). A small green space is also located at Seabord and Moreland Avenues, and another is planned for the Edgewood Retail District.

Strengths

- Strong sense of enclosure within neighborhoods.
- Existing parks.

Weaknesses

- Lack of quality public realm around MARTA stations.
- Sidewalks in need of repair.
- Overhead utilities and visual blight, particularly.
- Big box in the Edgewood Retail District front Moreland Avenue with blank walls and no doors, which fail to reinforce the avenue's pedestrian orientation and building form.

Opportunities

- Redevelopment, which can be programmed to occur in a cohesive manner.
- New public spaces on redeveloped land.

Threats

- Development, which could occur without appropriate open spaces and relationships to surrounding structures
- Poorly designed open spaces, which could limit their use and fail to capitalize on the need for a community focal point.

Many communities are starting to recognize the historic value of early Modern buildings

The Plaza, at Ponce de Leon and North Highland Avenues, is the city's first suburban shopping plaza and one of its best examples of Art Deco design

Historic Resources

Historic structures are key community resources that must be preserved and protected. In this day of increasingly homogenous cities and towns, historic buildings have become critical to preserving local identify and sense-of-place. Not only does the preservation of historic structures preserve an architectural legacy, it also preserves the buildings and places that represent a community's collective memory.

There is also an economic benefit to preservation. Towns and cities around the country have found that the best way to promote future growth is by preserving the past. This is particularly true where historic buildings are of a quality that is financially prohibitive today. The National Trust for Historic Places identifies tourism of historic site - called "cultural tourism" - as a key component to successful downtown revitalization. For example, in Athens, the Historic Preservation Division of the Georgia Department of Natural Resources reports that tourism resultant from the unique scale and history of the city brought in over 123 million dollars in 1994, and over $134 million in 1995.

Ponce de Leon Avenue Study Area

Ponce de Leon Avenue is home to many landmark structures, as well as a good deal of buildings that are over fifty years old (one of the criterion used to determined eligibility for the National Register of Historic Places). Notable historic resources include:

- The Peters Mansion ("The Mansion").
- Druid Hills Baptist Church.
- Briarcliff Hotel.
- Clermont Hotel.
- City Hall East.
- The Druid Hills historic district.
- The Massellton.
- The Ponce.
- The Ponceana.
- Briarcliff Plaza.
- The Ford Factory.
- Georgian Terrace.
- Fox Theater.
- The block of homes and apartment buildings lining the avenue's north side in Virginia-Highland.

Strengths

- Existing historic structures.

Remnants an earlier time can be seen in front of Mary Mac's, where trees, intimate sidewalks and street parking recall when the avenue was more neighborhood-oriented

The former shoe factory on Caroline Street is being converted to loft housing as part of the development of the Edgewood Retail District

- Adjacent historic neighborhoods.
- Existing local protection of Druid Hills, the Fox Theater, the Georgian Terrace, The Ponce and the Peters Mansion.

Weaknesses

- Disrepair and neglect found in many historic properties.

Opportunities

- Many early Modern buildings are now more than fifty years old and their protection and preservation is increasing nationwide; they are likely become more valued for their historic character in the future.
- Designating key buildings through the City's existing historic protection program could provide historic resource protection.

Threats

- Redevelopment, which could eliminate historic buildings.

Moreland Avenue/Moreland LCI Study Areas

Moreland Avenue and the surrounding neighborhoods are home to many landmark structures, as well as a good deal of buildings that are over fifty years old. Notable historic resources include:

- The Druid Hills historic district.
- The Inman Park historic district.
- The Victor Hugo Kriegshaber Mansion.
- The Carnegie Library.
- Early twentieth century commercial buildings.
- Bass Recreation Center grounds and mansion.
- Single-family homes in adjacent neighborhoods
- Historic homes and apartment buildings on Moreland Avenue between Euclid Avenue and Freedom Parkway.
- The "Academy" at 368 Moreland Avenue.
- Single-family home and apartment building at 367 and 373 Moreland Avenue.
- The shoe factory within the Edgewood Retail District.
- The Battle of Atlanta historic site, which occupied a good deal of the Study Areas south of DeKalb Avenue.

Strengths

- Existing historic structures.
- Adjacent historic neighborhoods.

These early twentieth century commercial building in Little Five Points are historic resources that must be protected

- Existing local protection of Druid Hills, Inman Park and the Victor Hugo Kriegshaber Mansion.

Weaknesses

- Disrepair and neglect found in many historic properties.

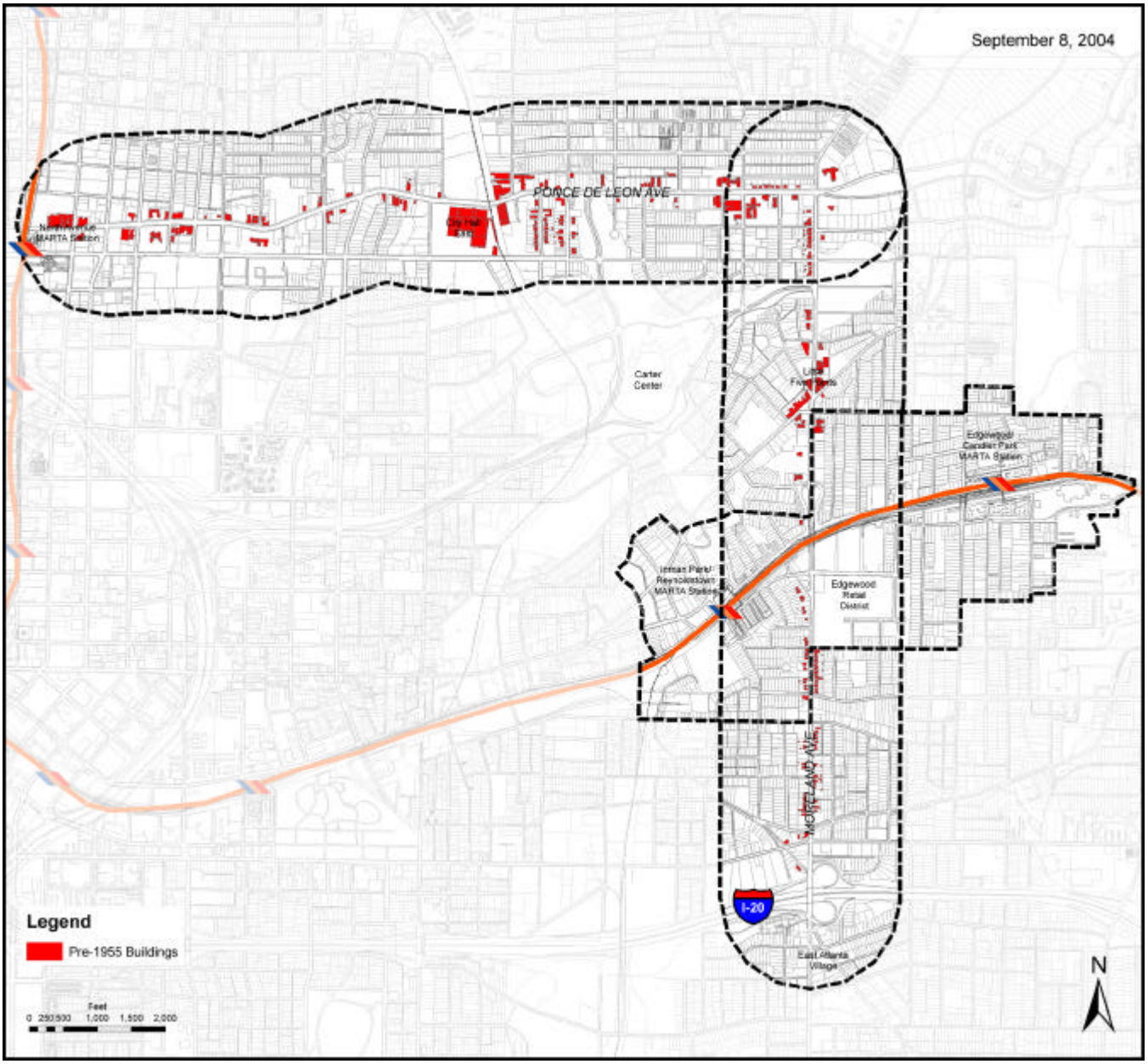
Opportunities

- Many early Modern buildings are now more than fifty years old and their protection and preservation is increasing nationwide; they are likely become more valued for their historic character in the future.
- Designating key buildings through the City's existing historic protection program could provide historic resource protection.

Threats

- Redevelopment, which could eliminate historic buildings.

Figure 1.15: Pre-1955 Buildings along Ponce de Leon and Moreland Avenues



Based on field observations and data provided by the Fulton County Tax Assessors Office.